

# Visual Design and UX-UI

## Roxana Corrales | Product Designer



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### Summary

Product Designer with expertise in **UX/UI Design**, **Digital Products**, and **Visual Design**. Skilled in creating user-centered interfaces, wireframes, and prototypes, with a strong focus on accessibility, inclusive design, and usability. Experienced in developing corporate identities, responsive websites, and cross-platform visual assets, combining creativity with a human-centered design approach to deliver engaging and effective solutions.

### Work experience

#### Verify Talent – UX/UI Designer

2024 – 2025

- Designed websites and navigation systems focused on usability.
- Developed corporate identity and consistent visual materials.
- Implemented user experience design processes that optimized client interaction.

#### Polyglobal – Graphic and UX Designer

2024

- Designed advertising materials and packaging.
- Maintained and redesigned website (UX/UI).
- Led branding and visual direction for projects.

#### Freelance – Graphic designer & Branding Specialist

2020–2021 / 2023–2024

- Created logos, branding, posters, and packaging.
- Designed furniture and visual pieces for emerging brands.

### Education

#### Tecnológico de Monterrey

B.A. in Industrial Design, 2019

- Specialization in technological products (wearables).
- HEINEKEN / ITESM Scholarship.
- 1st place in international innovation contest Jump Chile (2018).

#### Courses and Certifications

- Diploma in Web Design and Development – UNAM, 2025 (in progress)
- Codecademy Interaction Design, 2024
- Google UX Design Certificate, 2024
- University of Illinois – Introduction to Accessibility and Inclusive Design, 2024
- APRU Undergraduate Leaders Program – Participant, 2018

### Skills

- User experience design and interfaces (UX/UI)
- User research, Wireframing, Prototyping, Usability testing, Design Systems
- HTML and CSS, Adobe Design Suite, Figma
- Accessibility and inclusive design
- Branding and visual design
- Agile/Scrum methodology
- English C2 (Certified EN-ES Interpreter, LLS)