

**Nancy Gabriela Avila Magana**  
**Digital Designer**

**PROFESSIONAL SUMMARY**

With over 6 years of experience as a Digital Designer, I specialize in the intersection of UI/UX design and digital multimedia design, creating visually stunning, user-friendly digital experiences that not only meet functionality requirements but also seamlessly embody a company's branding and identity. My journey as a UI/UX Designer has enabled me to:

- Collaborate with multi-disciplinary teams across the globe, fostering an atmosphere of creativity and innovation.
- Service a diverse array of clients across various sectors, sizes, and needs.
- Deeply comprehend user needs, tackle project-specific problems, and adapt to the environments in which these projects will be implemented.
- Facilitate effective communication with stakeholders, ensuring successful project follow-ups.
- Sketch, wireframe, and craft both low-fi and hi-fi prototypes for desktop and mobile devices, ensuring design continuity across multiple platforms.
- Develop comprehensive design systems in Figma that provide a cohesive visual language for the project.
- Engage in content creation for the actual interface, working to enhance user experience and engagement.
- Creating striking visuals, including illustrations, graphics, animations, and interactive designs, that bring these concepts to life and enhance user experience.
- Collaborating with project stakeholders, including clients, other designers, and development teams, to refine these visuals based on feedback and ensure they align with the project's goals.
- Incorporating elements of branding into these visuals to ensure they resonate with the brand's identity and effectively communicate its message to users.
- Incorporate elements of animation and interaction design, leveraging tools like After Effects and Cinema 4D to bring designs to life.
- Specialize in the design of web apps, websites, and SaaS solutions, ensuring each design meets both aesthetic and functional requirements.
- Smoothly transition from design to development, effectively managing the handoff process to development teams.
- Utilize my preferred tools, including Figma, Adobe CS, and Cinema 4D, to create visually compelling, user-centric designs.

## EDUCATION DETAILS

BS AS A DIGITAL GRAPHIC DESIGN ENGINEER,  
CETYS UNIVERSITY. BAJA CALIFORNIA, MEXICO 2015-2020

EXCHANGE STUDENT BA IN ANIMATION, MULTIMEDIA AND VIDEOGAMES.  
UNIVERSITAT POLITÈCNICA DE CATALUNYA. BARCELONA, SPAIN 2018

## CERTIFICATION AND TRAININGS

CINEMA 4D BASECAMP - SCHOOL OF MOTION. REMOTE, 2021

## SKILLS:

UX Research and Design	Interviews, surveys, empathy map, personas, user journey map, problem statement, storyboards, design sprints, design thinking, wireframes, information architecture
UI Design	Design thinking, design systems, responsive design, prototyping, graphics and iconography, design presentation, design documentation, visual content creation, brand alignment, animation, responsive design
Visual design	Branding, motion graphics, vectorial illustration
Software and tolos	Figma, Adobe XD, Photoshop, Illustrator, In Design, Final Cut Pro, Cap Cut, After Effects, Cinema 4D, Blender, Spark Ar Studio, Canva, Freeform, Midjourney, Chatgpt, Notion, Microsoft office, G Suite
Development	HTML5, CSS3, Wordpress
Operating Systems	macOS, Windows

## **PROFESSIONAL EXPERIENCE**

### **DIGITAL DESIGNER - LEFT FIELD LABS (CALIFORNIA, USA)**

**JUN 2022 – PRESENT**

At Left Field Labs, my role as a Digital/UI Designer involved delivering high-quality solutions for prominent clients such as Google, Meta, and others. My responsibilities included:

- Collaborating with an international team of designers, producers, and art directors to develop innovative digital assets.
- Leading UI design efforts for various projects, ensuring the deliverables were user-centric and adhered to the highest design standards.
- Constructing comprehensive design systems to streamline design processes and ensure consistent visual language across all platforms.
- Assisting in the preparation of persuasive investor presentations, highlighting key features and benefits of our design solutions.
- Crafting compelling brand designs and ensuring all assets align with the brand identity.
- Undertaking user research to inform design decisions, enhancing the usability and user experience of the final products.
- Creating brand books as a guide for maintaining brand consistency across all marketing collateral.
- Developing interactive prototypes to visualize and test design concepts, allowing for efficient iterations based on user feedback and testing.

### **LEAD DESIGNER - CUSTOM SOFTWARE SOLUTIONZ (USA, REMOTE)**

**SEP 2021 - JUN 2022**

As the Lead Designer, I was instrumental in fostering exceptional communication and relationships between our international clients and our Mexico-based design team. My responsibilities encompassed:

- Devising, designing, prototyping, and launching one of our primary projects, Sales-hub.com, an ERP platform serving over 10,000 users that streamlines sales and inventory management.
- Leading a diverse team of engineers, designers, researchers, and UX writers to deliver user-centric designs and comprehensive platforms for various Customer Software Solutions services.

- Crafting a practical and efficient design system for the Sales-hub website, accessible on both desktop and mobile platforms, which expedited the design process during the addition of new modules.
- Preparing and presenting design prototypes to our investor pool.
- Regularly collaborated with the sales and marketing teams to successfully launch and market these new products.
- Facilitating cross-functional team communication and collaboration, working closely with marketing, development, and finance teams to align objectives and achieve project goal
- Collaborating with all the team members giving feedback.
- Innovatively developed and designed two distinct products for the company, significantly contributing to the diversification and growth of our product portfolio.
- Led the design and production of training videos, making the learning curve for our software user-friendly and straightforward for new and existing users.
- Creating UX workshops for the team.
- Creating a design system from start to finish.
- Redesign some flows to match styles with the new style guide for diverse clients.

**UI/UX DESIGNER & DIGITAL DESIGNER - CREATIVOS ASOCIADOS (MEXICO) FEB 2020 - JUL 2021**

At Creativos Asociados multimedia agency, I held key roles and responsibilities which included:

- Acting as the principal Website Designer, creating diverse websites for various clients including real estate agencies and food companies.
- Specializing in Video Editing, producing engaging visual narratives tailored to client needs.
- Improving client-company communication, facilitating better understanding of client needs and project requirements.
- Served as a team leader, fostering a collaborative environment, overseeing project progression, and guiding team members towards successful outcomes.
- Managed client relationships, ensuring their needs were understood and effectively addressed through design solutions.
- Streamlining workflow within the company, enhancing productivity and efficiency.
- Creating wireframes using Figma.

**DIGITAL DESIGNER & MOTION GRAPHICS ANIMATOR - BUWO IO (MEXICO)**  
**SEP 2018 - FEB 2020**

Digital Multimedia Agency

- Collaborated with the new business team to ideate and deliver graphic proposals for digital campaigns.
- Developed digital designs and vector graphics for both national and international clientele.
- Crafted engaging social media content for platforms like Facebook and Instagram.
- Participated in concept development for diverse projects and campaigns.
- Presented innovative design ideas directly to clients and brands.
- Assisted in the creation of compelling brand identities through strategic branding initiatives.
- Produced dynamic motion graphics to enhance digital marketing efforts.
- Participated in the creation and refinement of website designs, focusing on interface and user experience.

**JR, MOTION & GRAPHICS DESIGNER - MEDIAMONO (MEXICO)**  
**AUG 2017 - DEC 2020**

Digital Marketing Agency Assistant Designer

- Managed social media content creation for Facebook and Instagram.
- Assisted in branding initiatives to craft compelling brand identities.
- Created engaging motion graphics for client campaigns.
- Contributed to user-centric web design projects.
- Ensured creative outputs aligned with brand guidelines and objectives.

**Freelance — 2020 - 2023**

In addition to my primary roles, I have also expanded my experience by engaging in freelance work for diverse industries. This involved providing remote design services to various companies over several months.

## **MOTION GRAPHIC ANIMATOR - RN MOTION (MEXICO/USA, REMOTE)**

**MAY 2021 - FEB 2022**

Motion Designer and Video Editor, I have had the privilege of working with renowned brands like Vicks, Quaker, Febreeze, among others. My responsibilities encompassed:

- Collaborating with a diverse team of designers, video editors, and 3D artists to generate multimedia content for our clients.
- Working closely with team leads to produce promotional materials for the marketing team's use.

## **UI/UX DESIGNER - MOTION DESIGNER— PLAYBOOK MEDIA (USA, REMOTE)**

**DEC 2020 - JUL 2021**

Freelance UI/UX/Motion Designer, my experience spanned across numerous web and mobile design projects, where I:

- Participated in collaborative design efforts, contributing to the development of dynamic motion graphics for a range of web and mobile platforms.
- Worked closely with project leads, producing diverse design assets and elements utilized by other designers in various projects.

## **DIGITAL DESIGNER - LGBCT - LGBTQ+ ORG (MEXICO)**

**MAY 2020 - JUL 2021**

Co-Founder and digital designer of LGBCT Org in Baja California, an organization created to fight for LGBT Human rights in Baja California Mexico.

## **DIGITAL DESIGNER - NANCYSROOM (MEXICO)**

**AUG 2017 - MAY 2020**

As a Freelance Digital Graphic Designer, I've effectively undertaken a multitude of projects for diverse clientele. Key accomplishments include:

- Independently conceptualizing, designing, and launching a variety of projects, aligning with individual client requirements.
- Expertly crafting engaging and visually appealing social media content for small to mid-sized businesses, enhancing their online presence and brand recognition.
- Communicating directly with clients to understand their vision and effectively translate it into a digital design.