

Gabriela Cárdenas

Hi! I am an Industrial Design Engineer, and studied Graphic Design and Web Design. I'm also certified in User Experience (UX), and User Interaction (UI). With 8 years of experience as a web designer, I have background UX/UI, visual communication, and graphic design. To see my work, click the following link: <https://www.gabicardenas.com>

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LANGUAGES

Spanish (Native)
English (Proficient)

EDUCATION

UCreativa (2021)
User Experience Design Certification

UCreativa (2020)
User Interface Design Certification

FundaTEC - Tecnológico
de Costa Rica (2014)
Graphic Design Degree

FundaTEC - Tecnológico
de Costa Rica (2013)
Web Design Degree

Tecnológico de Costa Rica (2011)
Industrial Design Engineering

Fachhochschule
Vorarlberg, Austria (2010)
Summer Semester
Intermedia Design

CONFERENCES

An Event Apart
2019 Chicago, IL

Smashing Conference
2017 New York, NY
2015 New York, NY

Adobe Max
2016 San Diego, CA
2015 Los Angeles, CA

TRAINING

Service Design Workshop
Eric Reiss - 2017
New York, NY

Persuasive Design Workshop
Horace Dediu - 2017
New York, NY

Design and Happiness
Workshop
Stefan Sagmeister - 2015
New York, NY

Designing for Touch
Workshop
Josh Clark - 2015
New York, NY

WORK EXPERIENCE

User Experience/User Interface Designer • Cargill

August 2022 - Present

Establish processes for product design in collaboration with stakeholders. Coach in evaluating project solutions from a user perspective. Utilize UX and Design thinking methodologies for user research, feedback gathering, workshops, and design ideation. Develop innovative solutions and prototypes for improving user experiences for the company's internal products and services.

Web Designer • Samtec Inc.

May 2014 - April 2018 & July 2018 - August 2022

Created wireframes and mock-ups for the website's projects. These wireframes and mocks were reviewed, approved, and implemented in coordination with the team. Worked on the design of user interfaces and user experiences using languages such as HTML, CSS, and SASS. Apart from this, performed administrative tasks such as participating in weekly team meetings for sprint planning and daily stand ups. Worked closely with the business and key users to ensure their requirements are met.

Media and Graphics Designer Senior Analyst • Accenture

April 2018 - June 2018

Developed creative solutions for clients through graphic design and visual communication. Worked in a fast-paced and dynamic team environment.

Business Presentation Designer • McKinsey & Company

Feb. 2011 - March 2012 & Oct. 2012 - May 2014

Developed and presented visual communications solutions to business consultants in order to translate complex ideas into visual stories.

Industrial Design Engineer • Collage Producciones

March 2012 - October 2012

Designed products, 3D modeling, and graphic design for fairs (exhibit stands), displays for stores and supermarkets, sets, museum rooms, dummies, POP, and dynamics.

FREELANCE EXPERIENCE

UX/UI Designer • Nuna • 2023

UX/UI Designer • Solvosoft • 2016

Graphic Designer • NeTropica, Fundevi • 2009

TECHNICAL SKILLS

User Experience	SASS
User Interface	Agile - Scrum
User-centered design	Azure
Wireframes	CMS
High-fidelity mock-ups	Responsive design
Prototyping	Git
Design thinking	
User research	
User testing	
HTML	
CSS	

SOFT SKILLS

People oriented
Teamwork
Analysis & problem solving
Organized, good time management
Adapts to changes
Energetic & enthusiastic
Strong Storytelling
Assertive communication
Detail oriented
Proactive

SOFTWARE

Figma/FigJam
Maze
Dovetail
Qualtrics
Sketch
Miro
Mural
Visual Studio
Adobe Creative
Cloud
SketchUp