

# VALERIA TRINCADO PALACIOS

## UX/UI DESIGNER

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### PROFILE

Professional in Marketing and Communication with a recent specialization in User Experience (UX) Design. Throughout my career, I have developed skills in user research, user-centered design, and creating interactive prototypes in Figma. My experience includes projects that cover the entire design cycle, from identifying problems to delivering functional and aesthetically pleasing solutions.

I am a creative, analytical, and adaptable individual with a strong ability to collaborate in multidisciplinary teams. Passionate about combining design and strategy to create digital products that emotionally connect with users and solve real problems.

### SKILLS

TOOLS: Figma, Photoshop, Illustrator, InDesign, Microsoft Office.

METHODOLOGIES: User-Centered Design, Prototyping, Design Thinking.

SOFT SKILLS: Creativity, problem-solving, adaptability.

### LANGUAGES

Spanish (native)  
English C2  
French A2

### EDUCATION

UX/UI DESIGN COURSE  
Google UX Design (Febrero 2024 - Octubre 2024)

MARKETING AND COMMUNICATION  
LCI Bogotá (2017 - 2021)

ARTISTIC MAKEUP  
LCI Bogotá (2015 - 2016)

ACADEMIC BACHELOR'S DEGREE  
Colegio Studium (2013)

### EXPERIENCIA

MARKETING ANALYST  
- Consumer trends analysis  
- Marketing strategies development  
- Market conditions or trends analysis  
Kronotime  
Jan 2020 - April 2020

CUSTOMER SERVICE  
- Provide information and solve inquiries  
- Management and analysis of customer needs  
- Prevention of future incidents  
Teleperformance  
June 2020 - October 2021

COMMUNITY MANAGER  
- Planning and creation of content for social media  
- Search for relevant trends  
- Campaigns, contests and promotions planning  
Brand Studio  
October 2021 - December 2021

MARKETING ANALYST  
- Trend analysis  
- Business development  
- Measure business efficiency.  
Pergolas & Decks de Colombia  
September 2022 - May 2024

OPERATIONS AND SUPERVISION MANAGER  
- Planning and supervision of production processes  
- Creation and documentation of operational manuals to standardize processes.  
- Supervision of the work team  
Mango BicheMia  
May 2024 - To date

### PROYECTOS UX

PAW-FECT MATCH  
I designed an app to facilitate pet adoption, focusing on an intuitive and emotionally engaging navigation experience. I applied Design Thinking principles and developed interactive prototypes using Figma.

PLANTBUDDY  
I created an app for plant care, integrating personalized features based on the user's and their plants' needs. The process included user research and usability testing.

More details in my portfolio:  
<https://valeriatrincado94.wixsite.com/valeria-trincado-por>