

SOFIA YEPEZ

PRODUCT DESIGNER

+6 Years of experience in the design field.

MIT certified — No Code AI & Machine Learning: Building Data Science Solutions

Passionate about crafting intuitive digital products with ISO 9241-11 standards.

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sydesigned.com



SKILLS

- Data analysis & interpretation
- User flows & journey maps
- Web UX auditing
- Prompt writing
- Collaborative design thinking

EXPERTISE

- Figma
- Adobe Suite
- ChatGPT, Perplexity, Copilot
- Google Analytics
- Mouseflow
- Rapidminer
- Keyshot
- Solidworks

AWARDS

- Eugenio Garza Sada National Award Nominee
- Entrepreneurship program scholarship at ITESM Incubator
- Selected project for World Design Capital 2018
- National T-People Project - State representative
- Queretaro’s Industrial Design Leader at ITESM Class of 2020
- Advanced Academic Excellence Program at ITESM

ADDITIONALS

- Research device patent for Chooj’ Ajauil center
- Urban intervention project for NGO Mejor Ciudad
- Community Management for non-profits (Volunteer)
- Freelancer design projects 8+ recurring clients
- Congreso Factor staff (2017 & 2018 editions)
- Visual Arts & Photography Instructor

CREDENTIALS

 MIT Professional Education

AI/ML Data Science Solutions

2024 Certification

 University of Minnesota

UI/UX Design

Course

 ITESM University

Industrial Design

Bachelor’s degree

 ITESM University

Management Skills

Diploma

 Google Digital Garage

Customer Online Behavior

Course

 Google Digital Garage

Responsive campaigns

Course

WORK EXPERIENCE

SENIOR UX DESIGNER WORTEV 2023 - PRESENT

Research, analysis, design, and user behavior audits for over 10 digital products, including custom code SaaS platforms, mobile apps, and websites for ad campaigns.

- UR: Conducting interviews, meticulous data interpretation, crafting proto-personas, and shaping the product's purchasing and usage experience.
- UI design: Developing visual prototypes, crafting detailed wireframes, and refining intuitive navigation flows.
- Product evaluation (UX): Pinpointing inefficiencies, analyzing user behaviors on websites, and fine-tuning usage flows for optimal performance.

SENIOR DESIGNER DEVARANA 2021 - 2023

Led projects across both traditional marketing and digital products, including photography, UI/UX web design, consumer experience, social media, wayfinding design and manufacturing supervision, and printed media.

- Expanded the brand’s marketing channels by 5+, driving increased lead attraction, improved consumer satisfaction, and building a stronger digital presence.
- Designed and implemented customer experience (CX) initiatives, conducting in-depth user research to inform strategies and enhance consumer engagement.
- Developed UI/UX designs for web applications, including Google Ads, incorporating A/B testing to optimize user interaction based on marketing insights.
- Led the design, development, and implementation of traditional media campaigns, promotional products, and event organization, ensuring cohesive branding across all channels.

CO-FOUNDER UNBRANDED STUDIO 2020 - 2021

Lead designer in a collective formed by four recent graduates during the COVID-19 crisis, offering high quality, flexible design solutions adapted to remote work demands. Through UNBRANDED, we built a resilient brand while navigating market challenges.

- Delivered adaptable design solutions to clients in a time of uncertainty, while doing business training and creating job opportunities for undergraduates impacted by the global crisis.

DESIGN INTERN ITESM QUERETARO 2018 - 2020

Intern at ITESM University at the Faculty of Architecture, Arts and Design. Graphic and industrial design projects; from ideation to hands-on execution.

- Project management for Regional Architecture, Digital Arts and Design expo.
- Lead Graphic designer for the first virtual AAD expo.
- Designed an improvement plan for the Design Faculty curriculum.