

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.

(+52) 442 351 9672
sofia.yepez@outlook.com
sydesigned.com



SKILLS

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

CREDENTIALS

 MIT Professional Education
AI/ML Data Science Solutions
2024 Certification

 ITESM University
Industrial Design
Bachelor's degree

 Google Digital Garage
Customer Online Behavior
Course

 University of Minnesota
UI/UX Design
Course

 ITESM University
Management Skills
Diploma

 Google Digital Garage
Responsive campaigns
Course

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

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.

JUNIOR DESIGNER ITESM QUERETARO 2018 - 2020

Junior designer at ITESM's Faculty of Arquitecture, Arts and Design. Ideation and execution management for graphic and industrial design projects under Regional Principal Designer's direction.

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