



NORMA VARELA

UX/UI & Visual Designer

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I'm focused on **designing solutions** to create meaningful and **awesome experiences**

SKILLS

UX UI Design

Visual Design, Branding

Video and Motion Graphics

Interaction Design

Product and Service Design

User Research

Design Thinking

Product Management

SOFTSKILLS

Communication

Empathy

Problem resolution

Teamwork

Positivity and curiosity

Resilience

HERRAMIENTAS

Photoshop

Figma

After Effects

Sketch

Premiere

Miro

Illustrator

Wordpress

Indesign

Invision

Adobe XD

IDIOMAS

Español (Native)

Inglés (Medium-High)

PROFESSIONAL EXPERIENCE

El Sofá Verde, S.L. Madrid

Art Director. UX / UI design, project management, branding design, content creation for social media, video editing and motion graphics (2022 - Empleo actual)

Otsu Group: Clínicas Dorsia, Origen, Eva, TheTest

Senior Visual Designer. UI & Visual design, Social media desing, video editing and motion graphics (2021-2022)

Enfemenino / Alfemminile

Design manager. Design, video and motion graphics (2017 - 2020)

El Sofá Verde, S.L. Madrid

Art Director. Graphic design, web design, video editing and motion graphics (2011 - 2017)

Sapos y Princesas. Madrid

Graphic Designer. Design and motion graphics (2011)

Revista Players of Life. México

Design manager. Graphic design (2008 - 2009)

Editorial Alfa Zeta. México

Editorial assistant. Editorial design (2004 - 2007)

Grupo Intermedios. México

Production assistant. Graphic design, video creation and motion graphics. (2004 - 2007)

UNID. México

Teacher in Communication and Marketing careers (2004 - 2007)

EDUCATION

CoderHouse

Product Manager course (2022)

Kschool / Madrid

Master UX/UI: User experience, usability and interface design (Currently studying)

UI / User Interface Design course (2020)

IEP - Instituto Europeo de Posgrado

Design Thinking course (2020)

Academia Cepef / Madrid

Graphic design course (2011)

Universidad La Salle Laguna

Degree in Audiovisual Communication (2000 - 2004)