

Carolina Astaburuaga

UI Designer | 6 years building websites

Puerto Varas, Chile.

I've been doing web design for almost 6 years learning skills as I go. I stumbled upon Figma three years ago and my workflow improved.

I'm now learning more about UX to upgrade my skillset. My journey in UX starts with surveys, Dovetail for tagging taxonomy and creating affinity maps to make data-driven decisions.

Leading with Benchmarking, IA and ideation before creating user flows and mapping user journeys.

Next I jump in to my favorite part of fast sketching, wireframing and mockups. Then high fidelity, usability tests and developer handoff.

I love working with teams, learning and sharing different points of views.

Work experience

Memorisely (2023)

I upgraded my skillset and improved my workflow by learning UX and practising UI with live classes for 15 weeks with the latest tools, workflows and best practices.

I joined different live career mentoring sessions, Career Q&A and Feedback sessions for learning with people from all over the world.

Learnt and practiced:

- Qualitative Research
- Synthesis & Affinity Mapping
- IA & Ideation
- User Flows & Wireframes
- Color & Text Styles
- UI Components
- Design Systems
- Prototyping
- Dev Handoff

UX/UI Design (2018 - till today)

Freelance

High-quality UX analysis: in the shortest possible time, I make your product perfectly usable and create a comprehensive analysis of the state of your design. I analyze multiple layers and create a redesign of individual parts of your product with actionable suggestions for improvement.

Product design: hands-on I supported projects and helped in all areas of the design process. Starting with the initial research and ending with the creation and testing of prototypes to handoff to developers.

Individual 1:1 consulting: With a focus on product strategy and management, I share my knowledge of over 6 years of digital products with you!

Tools/Skills: Design · Figma (Software) · User Experience (UX) · Wireframing

Deutsch - Chilenische Industrie und Handelskammer Chile (AHK Chile) (2015 - 2017)

Digital Marketing

Transformed and accelerated digital presence of AHK in Chilean social media.

Pioneered on email marketing strategies within the marketing team.

Organized marketing events for different areas of the company.

Tools/Skills: Design · Email Marketing · User Experience (UX) · Social Media

Red and Blue Design Agency (2012 - 2014)

Graphic and Interactive Designer

Branding and storytelling for Royal Guard, Adidas and Enex.

Mapping projections concept, design and implementation for Hecho en Casa Festival 2012.

Storyboard and 2D animation for advertising spot for Agrosuper S.A.

Tools/Skills: Brand Design · Print · After Effects · Illustration

Toolstack

Research

- Figjam
- Google Forms
- Typeform
- Notion
- Dovetail

Visual Design

- Figjam
- Figma

Communication

- Notion
- Loom
- Slack
- Trello

Education

Memorisely (2023)

UX/UI Bootcamp

Udemy (2022)

Complete Web & Mobile Designer in 2023: UI/UX, Figma, +more

Universidad del Desarrollo (2007 - 2011)

BA in Digital Design

Languages

Spanish - Native

English - Professional



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Location

Puerto Varas, Chile