

ISABELLA SÁNCHEZ

UX Designer

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📍 Colombia

ABOUT ME

UX/UI Designer with over 5 years of experience designing user-centered digital products across corporate, freelance, and research settings. Skilled in UX research, interaction design, and prototyping, I create experiences that balance user needs with business goals. Since 2023, I have taken on leadership responsibilities, guiding design teams, mentoring junior talent, and aligning UX strategy with organizational objectives. Passionate about innovation, collaboration, and building design cultures that drive measurable impact.

EXPERIENCE

UX/UI Leader

2023 - Present

Corporación Talentum

- Led a team of 8 designers, defining UX vision and strategy aligned with business objectives.
- Led usability testing and research initiatives that improved task efficiency, streamlined response times, and optimized technical and processing resources.
- Delivered wireframes and high-fidelity prototypes that reduced rework and production costs while improving delivery efficiency.
- Fostered a user-centered design culture and strengthened collaboration across product, engineering, and marketing teams.
- Mentored junior designers, enhancing design quality and accelerating project delivery.
- Collected and synthesized user insights that directly shaped product improvements in accessibility, navigation, and content flow.

UX/UI Designer

2022-2023

Corporación Talentum

- Conducted user research (interviews, surveys, usability testing) to optimize product flows.
- Designed information architecture improvements that reduced content search time by 20%.
- Created interactive prototypes to validate concepts early, minimizing rework and risks in development.
- Collaborated closely with cross-functional teams to ensure business and technical alignment.

Freelance UX/UI Designer

2019 - 2021

- Managed end-to-end design projects: proposals, client negotiations, design, and delivery.
- Designed prototypes and responsive interfaces using Figma, Sketch, and Adobe XD for various industries.
- Maintained strong client relationships, achieving a 90%+ satisfaction rate.

Designer - Developer

2017-2018

Interactive System

Designed and developed an interactive system to support phonological awareness in blind children.
Conducted user research and stakeholder interviews, creating personas and journey maps to guide design.
Validated prototypes through real-user testing, achieving 80% adoption in pilot studies.

ACHIEVEMENT

International Publication: “Pistacho: An Interactive System to Support the Development of Phonological Awareness for Blind Children” – Social Computing and Social Media (2019). DOI: 10.1007/978-3-030-21905-5_16.

EDUCATION

Multimedia Engineer

2018

Certification in Responsive Web Development

2018

LANGUAGE

English: Upper Intermediate (B2)

SKILLS

- **UX & UI:** Design Thinking, UX Research, Information Architecture, Prototyping, Wireframing, Usability Testing, Customer Journey Mapping, Responsive Design.
- **Leadership:** Team management, Agile methodologies (Scrum, Lean UX, Design Sprint), mentoring.
- **Soft skills:** Problem-solving, critical thinking, attention to detail, empathy, proactivity.

TOOLS

Figma, Adobe XD, Sketch, InVision, Illustrator, Balsamiq, Moqups, Zeplin, Maze, WAVE, Jira, Notion, HTML5, CSS, GitHub.