



CONTACT INFORMATION

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EDUCATION

UNIVERSIDAD GUADALAJARA LAMAR

Bachelor degree in graphic design and communication (certified). 2010

LANGUAGE COURSES

PROULEX 2012 - 2014

- Proulex advanced certificate.
- GESE
- TOEIC
- TOEFL ITP

KING 'S COLLEGE, LONDON UK

English summer course - 2013

COURSES & DIPLOMAS

CAAV UNIVERSITY

- Adobe Illustrator course. - 2008
- Community Manager course. - 2015
- Introduction to professional photography. - 2018
- Product Photography. - 2018
- Fashion Photography. - 2018
- Advance Photoshop course. - 2019

EDUMAC

Digital Illustration diplomaed. - 2017

CAMARA DE JOYERIA

Digital Marketing & E-commerce diplomaed. - 2017

BRANDHOME

Web design diplomaed. - 2017

ADVIEW UNIVERSITY

- Digital Marketing diplomaed. - 2019
- Google Analytics Individual Qualification.
- Google ads fundamentals.
- Google Ads Search Advertising Qualification.

PHOTOSHOP RETOUCHING

Workshop high end beauty & fashion retouching
Imparted by Jesús Vilca. - 2020

UDEMY

- UX Strategy fundamentals - 2021
- Product Marketing fundamentals - 2022
- User experience design & User interface design - 2023

METHODOLOGIES

- Design Thinking
- Agile
- Scrum

SKILLS

- Creativity
- Communication
- Organization
- Attention to detail

Lorena Beatriz Muñoz Viramontes

ABOUT ME

Graphic designer with 13 years of experience in design-related sectors such as graphic arts, advertising, fashion, marketing, and social media, as well as the IT industry in strategic roles such as UX/UI Designer, Product Manager, and Content Manager. Leading teams, I combine my people-oriented approach with the logistical and quality processes required by projects. I have fulfilled roles as Graphic Designer, Product Coordinator, Design/Advertising Coordinator, and UX/UI Designer. Proven technical skills in design, leadership, communication, and organization.

EXPERTISE

- Web design - UX/UI
- Graphic design
- Photography / retouching
- Community manager
- Social media content
- Digital marketing

UX/UI

- Visual Design
- Wireframing
- Prototyping
- Design Systems
- UX research
- UX Analysis
- Usability Testing

TOOLS

- Figma
- Adobe CC
- Invision
- HTML / CSS
- Google Analytics & Ads
- MS Office

WORK EXPERIENCE

UX/UI DESIGNER

IBM October 2020 - April 2023

Gathering evaluation of user requirements in collaboration with the product manager. Presenting UX design concepts to project stakeholders for review and feedback. Driving the development and communication of clear design guidelines, following design patterns and design libraries. Working closely with the development team to implement the vision. Redesigning existing user interfaces to better fit new devices.

Achievement: Improved process time by 30% and deliverable quality by 40% by implementing a UX methodology process that involved all team members, allowing for gathering a larger amount of information on requirements, user needs, and technical limitations."

CONTENT MANAGER

OB MAESTROS JOYEROS January 2018 - October 2020

As a graphic designer specialized in handling digital marketing content, my responsibilities included creating and developing graphic projects and marketing campaigns for social media. Additionally, I was in charge of corporate and advertising image design, as well as managing the company's various social media platforms. I have experience in designing and developing websites, landing pages, and e-commerce solutions. With photography skills in both capturing and editing, I am able to add a unique visual touch to marketing initiatives, delivering creative and effective solutions that enhance the company's digital presence and have a greater impact on the target audience.

Achievement: redesigned the landing page and successfully launched the company's E-commerce site, managing the site's strategy and administration. I also assisted in structuring and opening other digital platforms such as Amazon and Mercado Libre.

PRODUCT MANAGER

ORO BOLEADO - DISNEY PROJE January 2016 - January 2018

As the Project Coordinator, my main responsibility is the management and development of a project focused on designing officially licensed Disney-inspired fine jewelry pieces nationwide. My tasks encompass various areas, including overseeing the project as a whole, leading the design development for the jewelry pieces, and operationally managing the OPA (online product approval) platform. Additionally, I serve as the main point of contact between Disney and our company, ensuring smooth and effective communication. My objective is to guarantee quality, innovation, and adherence to established standards, in order to offer our customers fine jewelry products that capture the magic of Disney characters.

Achievement: successfully obtained the final approval for Disney jewelry for the first time by reorganizing the design management process and overseeing all phases until their completion.

GRAPHIC DESIGNER

BE GRAPHIC Marzo 2014 - Septiembre 2015

I was involved in the creation and development of graphic projects, overseeing them from the initial design phase all the way to printing. I handle a diverse range of graphic solutions and ensure smooth transaction processing and cash handling. Additionally, I provide excellent customer service. Another aspect of my role is preparing files for various types of printing output.

GRAPHIC DESIGNER

SANTOSCOY CREATIVOS 2013-2014

GRAPHIC DESIGNER

ROTUPRINT August 2010- June 2013

INTERNSHIP

FICG 25 Guadalajara Film Festival 2009-2010