



CONTACT ME

☎ 302 840 0485

✉ auracristina0693@gmail.com

in [LinkedIn](#)

 [Portfolio](#)

METHODOLOGIES

- Product Owner
- Design thinking
- Scrum

LANGUAGES

SPANISH
Native

ENGLISH
Advance (B2)

Cristina Salazar

UX/UI DESIGNER

ABOUT ME

I design experiences that people actually want to use—not just ones that look good. I have 4 years of experience as a UX/UI designer, and before that, 2 years learning how technology works from the inside out. That helps me translate human needs into real, viable, and useful products.

UX/UI EXPERTISE

- Interface design (web and mobile) using Figma and Design Systems.
- User testing and validation: card sorting, moderated and remote usability testing.
- Creation of usability tests and iterative design adjustments based on user feedback and results.
- Proficient in design tools such as Figma, Sketch, Adobe XD, or similar.
- Solid understanding of HTML, CSS, and basic JavaScript principles.
- Ability to create responsive designs that perform well across multiple devices.

APPLIED DESIGN THINKING

- I research, connect, and translate user insights into concrete design decisions.
- I explain the why behind the how, tailoring the message to fit the audience.
- I focus on solving the right problem before designing the pretty solution.

STRATEGIC COLLABORATION

- Gathering and refining user stories with development teams.
- Presenting design solutions to both technical and non-technical stakeholders.
- Facilitating Design Thinking processes and collaborating with agile teams.

Work Experience

ORBIDI - KID DIGITAL

UX/UI Designer | February 2024 – Present

- High-fidelity prototype design for desktop and mobile implementation in WordPress, using Design Systems and automated design principles to ensure a consistent and efficient user experience.
- Applied client feedback using ClickUp and MarkUp tools.

Achievements :

- **Supported the creation of a Design System.**
- **Optimized templates for efficiency.**
- **Created rapid-delivery projects.**
- **Designed both basic and advanced web pages.**

LINKTIC

UX/UI Designer | June 2024 – December 202

- High-fidelity prototyping for desktop and mobile versions, using Design Systems and automated design principles to ensure a consistent and efficient user experience.
- User research through card sorting and other analytical techniques to identify and prioritize user needs, optimizing key flows and functionalities

Achievements:

Supported the creation of a Design System and the design of user stories for the Investment Portfolio module.

I4 DIGITAL SAS

UX/UI Designer | May 2023 – December 202

- Designed high-fidelity prototypes for desktop and mobile using a Design System and automated design principles.
- Conducted user research through card sorting to identify key user needs for ongoing projects.
- Participated in the collection and refinement of user stories in collaboration with requirements analysts

Achievements

- **Completion of Sapiencia, IDEA, and Observatory projects.**
- **Implementation of the Design System.**

Work Experience

BITS AMÉRICAS

UX/UI Designer | Feb 2022- May 2023

- Created and redesigned transactional portals from scratch based on user stories.

Collaborated with multidisciplinary teams to research and design interfaces tailored to the client-defined user target.

- Developed a Design System and conducted training for the development team on its use.
- Gathered requirements and designed the company's Innovation Management System (IMS) in the R&D area using Design Thinking methodologies.

Achievements :

- **Awarded by the Chamber of Commerce for Best IMS Presentation.**
- **Completion of the second phase of the CAVI Petrol project.**

COONLINE WEB

UX/UI Designer July. 21 - January. 22

- Collected user stories and redesigned legacy pages to enhance user experience and apply brand guidelines.
- Conducted user research, prototyping, and testing for the launch of a new product to market.

Achievement :

- **Completion of the "Droguería La Fontana" project.**

CURSOS INTEGRA

UX/UI Designer | Jun. 2019 - oct. 2020

- Conducted user research to define the information architecture.
- Facilitated card sorting exercises and designed high-conversion landing pages.

Achievement :

- **UX/UI implementation across the company.**
- **Creation of card sorting methodology and sitemap development.**

Education

AUDIOVISUAL COMMUNICATION – INCOMPLETE

Politécnico -Jaime Isaza Cadavid

DIPLOMA COURSES:

Studys about UX/UI Designer

- Design Thinking for Web Interfaces
- Information Architecture
- UX/UI Interface Design Fundamentals
- Copywriting with Storytelling Techniques
- Web Usability
- User Research
- Dark Patterns in Design
- Artificial Intelligence Applied to Product Design