

CONTACT

✉ andira.figueroa@gmail.com

📞 + 49 163 5242 581

📍 Leipzig, Germany
(open for remote roles)

Behance

LinkedIn

🌐 Portfolio

UI/UX DESIGN SKILLS

METHODOLOGY

- User-Centred Design
- Lean UX
- Design Thinking
- Mobile First Approach
- Product Development

RESEARCH

- User Interviews
- User Flows
- User Personas
- Competitor Analysis (SWOT)

DESIGN

- Wireframing
- Prototyping
- Responsive Design
- Mockups
- Information Architecture
- Branding
- Style Guides
- Sketching
- MVP and JTBD

TESTING

- Usability Testing
- A/B Testing
- Preference Testing

TOOLS

- Figma
- Adobe XD
- Lyssna
- InVision
- SketchUp
- Adobe Creative Cloud
- Wix
- WordPress
- Procreate
- Canva
- Jira

EDUCATION

UI / UX Design Certification

CareerFoundry | Leipzig - Germany

06/2023 - 10/2023

[UI Design Program](#)

M.S. in Comm. Studies: New Media and Society in Europe

Vrije Universiteit Brussel (VUB) |

Brussels - Belgium

09/2017 - 09/2018

Digital Marketing Certification

SMstudy | Cuernavaca - Mexico

08/2016 - 09/2016

B.S. in Comm. and Digital Media

Instituto Tecnológico y de Estudios

Superiores de Monterrey (ITESM) |

Cuernavaca - Mexico

08/2012 - 12/2016

LANGUAGES

Spanish

Native Speaker

English

Very High Proficiency | TOEFL IBT 112

German

Elementary | A2

Andira Figueroa Vargas

UI / UX Designer

Certified UI/UX Designer with a background in Visual Design, dedicated to crafting visually captivating interfaces that seamlessly blend creativity with functionality. Experienced in content creation and management, proficient in web design. Contributed to establishing brand identities for two small companies, ideated and designed their websites, resulting in an increase in Facebook followers from 2 to 44 and expanding workshop attendance from 7 to 25. Skilled in implementing the entire UI design thinking process for native and responsive mobile applications. Expert in solving usability challenges through User-Centred Design, user research, usability testing, wireframing, and prototyping with Figma and Adobe XD.

UI/UX DESIGN

THRIVE

10/2023

CareerFoundry Student Project | Leipzig - Germany | Fintech money-saving responsive web app

- Created high-fidelity mobile wireframes, iterating based on usability test findings. Designed responsive interfaces for tablets, laptops, and desktops.
- Crafted user flow diagram based on existing user stories, sketched low-fidelity wireframes, refined them into mid-fidelity wireframes using Figma, and conducted usability testing with 5 potential users.
- Built cohesive Branding and UI using Figma. Defined brand values, personality, and mission. Created visual elements such as colour palette, typography, image styles, and logo. Developed a prototype and produced an animation showcasing the app's functionality. [Case Study](#)

Pole journal

09/2023

CareerFoundry Student Project | Leipzig - Germany | Native app for Android & iOS platforms

- Designed low, mid, and high-fidelity wireframes for iOS and Android using Figma. Followed both platforms' guidelines and applied User-Centred Design and Lean UX principles.
- Established a style guide by defining colour palette and typography, and incorporating iOS and Android specific UI element kits available in the Figma Community.
- Prototyped screens for usability testing with 5 potential users, reviewed and iterated feedback, and modeled user-friendly native app mock-up using InVision. [Case Study](#)

HikeCompass

07 - 09/2023

CareerFoundry Student Project | Leipzig - Germany | Location-based recommendation app

- Developed wireframes design in Figma using a Mobile First approach and applying User-Centred Design and Design Thinking Process. Employed responsive grid system and patterns to design screens for all breakpoints.
- Conducted user research by interviewing 3 potential users, resulting in the creation of user personas, Minimum Viable Product (MVP) and Jobs To Be Done (JTBD).
- Ideated design solutions through user flows and explorative sketching, validating them through A/B preference tests via Zoom and Usability Hub (Lyssna). [Case Study](#)

WORK EXPERIENCE

House Cleaning

10/2021 - 01/2023

Helping.de | Leipzig - Germany | Platform-Based Service Company

- Delivered efficient and reliable house cleaning, retaining 10 long-term clients over a 1.3-year period in a high-turnover industry.
- Built client trust with 6 of 10 allowing unsupervised cleaning, maintained and enhanced home decor for satisfaction, resulting in 4 referrals and 3 new clients.

Online English Teacher (Volunteer)

07/2021 - 12/2022

Refugee Development Center | Leipzig - Germany | Grassroots Organisation

- Designed and delivered customised English lessons for 20 students with diverse learning styles and proficiency levels, using carefully curated teaching materials and sourcing teaching platforms, resulting in a 0% dropout rate and facilitating 8 students in securing USA refugee visas.

Digital Illustrator

02/2020 - 04/2021

Self-Employed | Deventer - Netherlands & Leipzig - Germany

- Engaged in concept development, translating clients' needs into concrete visions, creating sketches, and drawing inspiration from diverse artistic platforms.
- Successfully brought to life the envisioned artwork using Procreate, crafting 7 digital illustrations that not only met but exceeded clients' expectations, evidenced by unchallenged payments, glowing feedback, and the acquisition of 5 referrals.

Web Designer

01/2019 - 12/2019

Self-Employed | Deventer - Netherlands

- Led brand discovery for 2 independent businesses. Designed and delivered two fully functional websites using WordPress and Wix, increasing visibility and providing effective platforms for showcasing services. In one specific case, increased Facebook followers from 2 to 44 and expanded workshop attendance from 7 to 25 attendees.
- Coached clients to independently manage websites, reducing reliance on external web designers, boosting their control over their online presence and increasing their resources savings.

Content Creator

05/2016 - 05/2017

Banco de Alimentos Morelos | Cuernavaca - Mexico | Non-Profit Organisation

- Designed content for both printed and digital media, including social media posts, videos, infographics, flyers, posters, and photographs. Expanded organisation's presence, boosting event attendance from 20 to 120 attendees.
- Managed Facebook page and website, implementing content calendars and automation tools such as Facebook Page Publishing Tools and Drupal to increase content release efficiency, reducing weekly digital content publishing from 3 hours to 30 minutes.