

Thelma Prado Muñoz

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With more than ten years of experience in product design for renowned multinational companies such as Accenture and Publicis Global Delivery, Thelma has specialized in UX/UI and is currently directing her focus towards creating user-centered digital experiences. With a solid background in web design, branding and photo retouching, Thelma combines creativity and technical knowledge to produce exceptional results. Passionate about innovation and motivated by the continuous evolution of the digital field, she is always looking for new challenges and opportunities to expand her skills and knowledge.

Tools: Figma, AI Tools, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe InDesign, Framer, Sketch, Office Suite, Power Point.

EXPERIENCE

- Brand Builders, UX/UI Designer

June 2024 – Present

 - Redesign and maintenance of the BetAnything website.
 - Creation of the Design System.
 - Landing page design.
 - Creation of user journey and prototypes.
 - Use of artificial intelligence for image creation.
- Accenture Costa Rica, Product Designer

2021 – 2024

 - Develop user flows, wireframes, prototypes, low and high fidelity mockups for the Procurement team.
 - Optimize the user experience (UX) of the N3 application to increase adoption and end-user satisfaction. It significantly improved usability, accessibility and user satisfaction, who reported more intuitive navigation, reduced learning times and greater efficiency in their daily tasks.
 - Design of impactful dashboards and demos that effectively visualize data significantly improved the company's ability to communicate the value of its strategic solutions with potential customers.
 - Design banners for different Best Buy campaigns, maintaining high productivity, quality standards and meeting response time objectives.
- Publicis Global Delivery, Senior Production Designer

2011 – 2021

 - Optimize digital images for web, mobile, large screens and other devices.
 - Create emails for multiple ecommerce brands, maintaining consistency with brand voice and style.
 - Design intuitive and attractive user interfaces for web applications and websites.
 - Make different Power Point presentations for different brands.
 - Design banners for different American Express campaigns, meeting quality standards.
 - Maintain and follow best practices for version control, naming conventions, and graphic file organization.
- Latitude Ten North CR, Web Designer

2009 – 2011

 - Create visually appealing and user-friendly website designs by applying design principles and researching target audience preferences and client requirements.
 - Collaborate with clients and stakeholders to understand project requirements by conducting meetings and interviews.
 - Work closely with the team to brainstorm and contribute ideas for visual content.

EDUCATION

- Bachelor Graphic Design

Universidad Hispanoamericana
- UI Design Certification

Universidad Creativa
- UX Research Advanced Certification

SDI Institute
- Vibe Coding for UX

AI for Designers