EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

<u>Post Graduate Program in User</u> <u>Experience Design</u>

April 2025 - November 2025

ESDEN Business School Madrid

MBA in Business Management
March 2025

INSTITUTO DE ESTUDIOS SUPERIORES DE MODA. CASA DE FRANCIA

<u>Bachelor's Degree in Fashion</u> <u>Design and Creation.</u>

2021

Languages

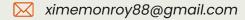
- Spanish (Mother tongue)
- English (B2 Level)
- French (Bl Level)

ACHIEVEMENTS

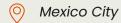
2024: Atletas de Montaña PODCAST

- Created a storytelling platform for outdoor athletes.
- Designed digital content and user experience strategies.

CONTACT









in <u>Ximena Monroy</u>

XIMENA MONROY BASURTO

I'm a UX designer passionate about crafting digital experiences that connect creativity with emotion. I focus on understanding people, their needs, and turning insights into meaningful journeys that stand out.

PROFESSIONAL EXPERIENCE

FREELANCE Apr 2025 - Present UX/ UI DESIGNER

- Development of Lo-Fi wireframes and Interactive prototypes (Figma).
- User Research, Benchmark, User flows and Information Architecture for product design (Website and Apps).
- UX/UI Web audits to evaluate design consistency and applying usability and design principles.
- Application of Research & Testing methods (AB Testing, Surveys, Card sorting, etc).
- Animations and Web development using Java Script.

CLOE MODA Jan 2024 - Dec 2024

FASHION DESIGNER

- Design of semiannual collections and technical development data sheets.
- Interaction with national and international suppliers for the production process.
- Creation of sales presentations for product positioning using visual story telling.
- Achievement: created a collection presentation template originally for the handbags division, which was highly valued by leadership and later standardized as the official format across other areas, including shoes, diaper bags, and kids.

EL PUERTO DE LIVERPOOL Nov 2022 - Dec 2023

JR. FASHION DESIGNER

- Product Management and Design for "WooHoo!" brand.
- Market research and trend analysis for product development.
- Ensured quality control and optimized design processes.
- · Analysis of sales data for better decision making.
- Shopping trips for "Mon Caramel" and "WooHoo!" brands.
- Achievement: developed training program for Jr. designers, which, after approval
 from management, became the official onboarding plan for interns before their
 promotion to junior roles, resulting in a significant reduction of errors due to lack of
 training.

HERMÉS PARIS Jun 2022 - Oct 2022

SALES ASSOCIATE

- Sales Associate: designed personalized shopping experiences based on user needs.
- Analyzed sales data to enhance in-store experiences.
- Achievement: recognized by my manager for empathy and patience when assisting clients, as well as fostering a positive and motivating team environment.

SKILLS:

Hard Skills

Software: Figma, Front-end developer: Java Script/CSS/HTML, Chat GPT, Midjourney, Adobe Illustrator, Adobe Photoshop, Excel, Procreate.

- Effective User Research.
- · Wireframes and Prototyping.
- Journey Mapping.
- Information Architecture.
- · Research and Testing methods.
- Usability principles.
- · Design Thinking.

Soft Skills

- Proactive Initiative
- Results Oriented
- Empathy & Active listener
- Clear communication
- Reliable Commitment
- Practical Problem-Solving
- Embraces innovation and continuous learning