

XIMENA MONROY BASURTO

EDUCATION

● THE UNIVERSITY OF TEXAS AT AUSTIN

Post Graduate Program in User Experience Design

April 2025 – November 2025

● ESDEN Business School Madrid

MBA in Business Management

March 2025

● INSTITUTO DE ESTUDIOS SUPERIORES DE MODA. CASA DE FRANCIA

Bachelor's Degree in Fashion Design and Creation.

2021

● Languages

- Spanish (Mother tongue)
- English (B2 Level)
- French (B1 Level)

ACHIEVEMENTS

● 2024: Atletas de Montaña PODCAST

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

CONTACT

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📍 Mexico City

📁 [Portfolio](#)

in [Ximena Monroy](#)

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