

Sofía Matheu Goycoolea

UX/UI Designer

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About Me

I believe in data-driven, results-oriented design. As a designer, I specialize in creating solutions that streamline workflows and automate processes. By combining UX research, visual design, and interface development, I ensure every product aligns with user needs and business growth.

Experience

UX/UI Designer - Macal

2023 - Today

- Lead UX/UI design for an internal SaaS platform, automating processes and optimizing workflows to improve operational efficiency.
- Enhance the client platform to ensure continuous usability improvements and adaptability.
- Conduct research and usability testing to refine design solutions.

UX/UI Designer - Prodalam

2022-2023

- Designed and prototyped internal digital products, including point-of-sale systems, product information management, and distribution networks.
- Developed UX/UI strategies for external applications, such as an online marketplace, ensuring an optimal user experience.
- Collaborated with cross-functional teams to align product design with business objectives.

Product Designer - Comercial Atlantic

2020-2022

- Led wireframing and research for web platforms tailored to suppliers and clients.
- Designed and standardized technical specifications for digital products, ensuring consistency and usability.
- Created high-fidelity prototypes to guide development teams in product implementation.

Design Intern - CSC Products

2018

Assistant in the design and testing of user experiences for web and digital properties, as well as in cross-platform web and graphic design.

Education

Pontificia Universidad Católica de Chile

2022

Diploma in User Experience Design and Measurement in Digital Environments (UX/UI)

Universidad Adolfo Ibáñez

2014 - 2019

Master's in Innovation and Design Master

Bachelor's in Design Engineering Bachelor

University of Technology Sydney UTS

2018

“Design and Innovation” : Exchange Program