Sofía Matheu Goycoolea
UX/UI Designer

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About Me

I am a designer driven by innovation and digital transformation. I stay updated on emerging technologies to create user-centric designs that seamlessly integrate with product goals. My focus is on crafting solutions that enhance user interaction with technology, delivering visually engaging experiences that are both intuitive and aligned with business objectives.

Experience

UX/UI Designer - Macal
2023 - Today

Designer for a digital transformation project dedicated to developing an internal software (Saas) that automates processes, optimizes workflows, and streamlines operations. Also, the improvement of the client platform, ensuring continuous optimization and adaptability.

UX/UI Designer - Prodalam
2022-2023

Designer for a digital transformation project, focusing on the conception, development, and prototyping of internal digital products (point of sale systems, product information management, distribution networks) as well as external applications (marketplace).

Product Designer - Comercial Atlantic
2020-2022

Wireframe research plan and development for web platforms for suppliers and clients.
Product conceptualization and creation: technical specifications design , prototypes, and standardization.

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