

# CAMILA SANCHEZ FUENTES

Bilingual UX/UI Designer specializing in research-driven, culturally informed digital experiences.

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## SUMMARY

Insight-driven UX/UI Designer with 3+ years of experience designing inclusive digital products across the sports, education, and wellness industries. Brings strong foundations in user research, interaction design, and systems thinking, with a focus on learning, collaboration, and applied design practice.

## EXPERIENCE

### EndoMD – University of North Texas | UX/UI Designer | January 2026 – Present

- Translated and adapted 10+ digital health education articles from English to Spanish for rural Texas communities.
- Improved screen reader support across 30+ images through descriptive alt text implementation.
- Developed a bilingual language switching guide to streamline translation workflows across teams.
- Collaborated with interdisciplinary teams to design accessible healthcare communication in Spanish.

### University of North Texas | Teaching Assistant | August 2025 – December 2025

- Evaluated 60+ design assignments across foundational visual communication projects.
- Guided 30+ first-year students in perception, composition, and visual hierarchy principles.
- Led weekly studio critiques to support clarity, craft, and design reasoning across cohorts.
- Facilitated project reviews to support iterative learning and design improvement.

### Freelance | UX/UI Designer | January 2023 – May 2025

- Increased engagement 30–60% by designing and launching interfaces in the sports and education sectors.
- Improved task completion up to 25% through user research, usability testing, and iterative redesigns.
- Defined information architecture and user flows using design thinking and journey mapping to reduce user friction.
- Developed inclusive design systems to enhance accessibility and maintain visual consistency.
- Produced design documentation and handoff assets to support development collaboration.
- Contributed to design decisions by balancing usability, stakeholder input, and development constraints.

### Coderhouse | UX/UI Designer | July 2022 – January 2023

- Raised usability and satisfaction 25% in three months on a mental-wellness product through research and testing support.
- Designed user flows, wireframes, and interactive prototypes in Figma based on insights gleaned through research.
- Validated and refined navigation patterns using insights from 10+ user sessions.
- Collaborated with cross-functional teams to deliver inclusive, user-centered design outcomes.

### Freelance | Graphic Designer | August 2019 – April 2022

- Developed visual assets and branding systems for small businesses in the retail and service sectors.
- Designed promotional and digital materials for local clients across retail, service, and wellness industries.
- Strengthened visual quality and client satisfaction by iterating on feedback and refining design solutions.

### Espumas Medellin S.A | Industrial Design Intern | February 2020 – December 2020

- Redesigned 15+ 2D and 3D furniture blueprints to improve manufacturability and production feasibility.
- Analyzed 20+ competitor products to inform furniture design decisions.
- Performed ergonomic and usability evaluations to refine furniture dimensions, comfort, and workspace functionality.
- Collaborated with manufacturing teams throughout production cycles to validate technical feasibility and adjust designs.
- Partnered with marketing and sales teams to create visual assets for product presentations and trade show materials.

# PROJECTS

## Daily Living Labs | Team Lead, UX Researcher, Designer | 2026

- Led 4 designers across a 6 week sprint, integrating 4 workstreams into one WCAG 2.1 AA compliant site.
- Synthesized 5,500+ rows of transcript data into a design brief and a 7 stage roadmap for the family.

## NameDrop UX Redesign | UX Designer | 2025

- Improved first step accuracy to 100% (from 0%) and lifted task completion to 80% in the redesigned flow.
- Raised clarity from 40% to 100% and reduced confusion by 60% across A/B and usability testing.

## MB1 Racing Kart | UX Researcher | 2023

- Drove a 45% increase in sponsor inquiries and a 60% increase in digital engagement in the first month.
- Achieved 80% task completion and reduced contact completion time to under 10 seconds through iteration.

## SanaMente | UX/UI Designer | 2022

- Designed a native iOS mental health app with 100% of usability test participants completing the full flow.
- Closed every pain point surfaced in testing, delivering a validated MVP for real time access to psychologists.

# EDUCATION

Master of Arts in Interaction Design – University of North Texas | (Expected 2026)

B.S. Industrial Design Engineering – Instituto Tecnológico Metropolitano | Medellín, Colombia | 2020

Industrial Design Technologist – Instituto Tecnológico Metropolitano | Medellín, Colombia | 2018

# VOLUNTEER

Directing My Life | Volunteer | February 2026 – Present

- Support monthly programming for individuals with disabilities ages 14+, leading activities and encouraging participation.

# CERTIFICATIONS

AI Fluency: Framework & Foundations – Anthropic | 2026

UX/UI Design – Coderhouse | 2022

UX Design: From Zero to Professional – Udemy | 2022

# SKILLS

**UX Methods:** User Research, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Accessible Design

**Tools:** Figma, Illustrator, Photoshop, Mural, Wix, Framer

**Soft Skills:** Empathic Research, Cross-Cultural Communication, Analytical Thinking, Strategic Planning, Resourceful Problem-Solving, Active Listening, Observation Skills

**Languages:** Spanish (Native), English (Proficient)