



# KAREM ANAHI HERRERA ZATARAIN

UI UX DESIGNER | WEB DEVELOPER

UI/UX Designer and Web Developer with over 10 years of experience. Specialized in prototyping, user experience design, and front-end development. I have improved the usability and accessibility of multiple platforms, resulting in increased user retention and satisfaction. Passionate about creating innovative, user-centered solutions, with a strong ability to adapt to new challenges

My soft skills include teamwork, creativity, adaptability, problem-solving, and effective communication. I am organized, punctual, and manage multiple tasks efficiently. I am passionate about accessibility and enhancing user experience, committed to learning and adapting to new challenges and technologies.

## WORK EXPERIENCE

### Mural Grupo REFORMA (2014 - 2022)

Graphic Coeditor

- Designed editorial content and digitalized web content, improving graphic presentation and accessibility.
- Responsible for the graphic design of the local section and the front page, ensuring consistency between print and digital versions.

### Grupo VAZ (2022 - )

Designer | Web Development

- UI/UX design and web development from prototyping in Figma to coding with HTML/CSS/JS/PHP and WordPress.
- Developed and programmed an internal corporate bot.
- Developed eight notable websites, enhancing functionality and user experience.
- Video editing and post-production, utilizing advanced techniques in Adobe Premiere and After Effects, including motion graphics, color grading, and visual effects.

## EDUCATION

### Universidad Tecmilenio (2011 - 2015)

B.A. in Graphic Design and Animation

Developed skills in graphic design, animation, and multimedia. Specialized in creating attractive and functional visual content, combining creativity with effective communication techniques.

### Universidad Tecmilenio (2024 - )

Master's in IT Management

Advanced skills in leading technology projects, digital strategy, cybersecurity, and data analysis to optimize processes and make effective decisions in innovative tech environments.

### Universidad Tecmilenio (2023 )

Programming for Web Development

Acquired knowledge in HTML, CSS, and JavaScript, laying the foundation for developing and maintaining dynamic websites. Learned to create efficient and user-friendly web interfaces.

### Coderhouse (2022-2023)

Carrera UX UI Design

Specialized in user experience design and intuitive interfaces. Learned to create interactive prototypes and wireframes with Figma and Adobe XD, optimizing usability, accessibility, and writing for products.

## CONTACT

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### Website

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https://www.behance.net/

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## SKILLS

**Web Development:** HTML, CSS, JavaS-

cript, PHP, WordPress, Elementor

**UI/UX Design:** Figma, Adobe XD,

Prototyping, Wireframes, UX Research,

UX Writing

**Web Analytics:** Google Analytics,

Google Console

**AI:** OpenAI GPT, Adobe Firefly

**Video Editing:** Adobe Premiere, After

Effects, Motion Graphics, Color Grad-

ing, Visual Effects

## SOFTWARE

Figma

Adobe XD

Adobe Dreamweaver

Visual Studio Code

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premiere Pro

## LANGUAGE

**Native:** Español

**Intermedio:** Ingles