

Ana Karen Viveros Licona

UI/UX Designer

Mexico City, Mexico | [Portfolio](#) | [Confidential Portfolio](#) | [LinkedIn](#) | ana.klico@gmail.com

WORK EXPERIENCE

Senior UI/UX Designer

April 2023 – Present

Landor - Brand Consulting Firm

Mexico City, Mexico | NY, USA

- Collaborate with multi-disciplinary teams to define information architecture, wireframes, and mockups to adhere to UI/UX best practices.
- Create and maintain UI design systems for our web platforms and applications on behalf of enterprise-level companies like P&G, J&J MedTech, Scout, and Amazon.

Senior UI/UX Designer

September 2022 – April 2023

Trully - Cybersecurity Software

Mexico City, Mexico

Generate production files for spaces to create an immersive experience throughout the events.

- Collaborate with multi-disciplinary teams to define information architecture, wireframes, and mockups to adhere to UI/UX best practices.
- Present ideas to stakeholders, clients, and peers for revision and working within an iterative design process.
- Create and maintain UI design systems for our web platforms and applications.

Visual Designer

February 2022 – July 2022

Invisible North - Marketing Agency

Brooklyn, NY, USA

- Generated production files for spaces to create an immersive experience throughout the events.
- Collaborated with the creative director to conceptualize and design a connection between the client's idea and the attendant's experience to carry forward the event touchpoints.
- Designed custom art for various marketing materials such as signage, posters, and prints.
- Managed and supported experiential and content marketing services on behalf of enterprise-level companies like Apple, Bose, and Coinbase.

Senior UI/UX Designer

July 2021 – July 2022

Yutti Studio - Design Studio / Product Design

Mexico City, Mexico

- Responsible for designing the logic and UI of a personalized app in collaboration with Harvard researchers.
 - Boosted UX scores by 25% above average for MC's MVP within 1 month.
 - Designed, developed, and launched creative and innovative websites using HTML/CSS, Figma, and Readymag.
- Projects/Clients: MasterCracks, [Dreamzzz](#), Jinx Studios, Tory Rust.*

Visual Designer

January 2021 – January 2022

Klar - Financial service

Berlin, Germany

- Carried forward the brand ethos to digital touchpoints that served as consumers' first impressions.
- Collaborated on the development of 3D illustrations that would be placed within Klar's mobile application.

Visual Designer / UI/UX Designer

March 2020 – August 2021

Mariela Mezquita - Design Studio

Mexico City, Mexico

- Designed 3D mockups to improve the studio's branding presentations.
- Worked in a multi-disciplinary team to design, envision, conceptualize, and implement marketing campaigns.
- Designed and prototyped an app for a nonprofit startup that received 3000+ downloads after completion.
- Successfully developed websites for brands to boost their sales, engagement, and communication.

Projects/Clients: Majka, WeMori, Quenut, Krüx Döner Kebab, Matu Mate, Galera, Vivo, Tiempo de Cosecha.

Visual Designer

October 2019

Mercedes-Benz Fashion Week

Mexico City, Mexico

- Designed and animated 3D scenarios in collaboration with two designers to match the designer's collections.

Graphic Designer / Web Design

March 2017 – December 2019

I Love Shape Shapers and Accessories S.A. de C.V. - Retail

Mexico City, Mexico

- Photographed product catalog and edited the pictures for product campaigns.
- Launched web, marketing, and packaging designs for various retail products.

Motion Graphic Designer
IEK AEATA 360°

June 2018
Athens, Greece

EDUCATION

Centro de Diseño, Cine y Televisión
Interactive Digital Media (GPA: 3.72)

Mexico City, Mexico
Graduation Date: May 2020

SKILLS & INTERESTS

Skills: Adobe Suite | Figma | Sketch | Invision | Blender | Cinema 4D | Graphic Design | Branding | Motion Graphics

Growth Mindset | Collaborative | Creativity | Innovation | Communication Skills | Culture Awareness | Critical Thinking | Proactive | Organized | Goal Oriented

Spanish (native) | English (fluent)

Interests: UI/UX Design, Product Design, Web Design