

Sara Torres

Graphic / UX Designer.

669 279 8527

San José, CA

saratorresdesign.com

saratorres5476@gmail.com

SKILLS

Design: Graphic Design, Visual Design, User Experience (UX) Design, User Interface (UI) Design, Responsive Design, Wireframing, Prototyping, Mockups, Information Architecture, User Research, User Testing, Mobile & Web Design, Design Thinking, Accessibility, Illustration

Software: Figma, Adobe Creative Suite, Illustrator, Photoshop, InDesign, Adobe XD, After Effects, Premiere, WordPress, JavaScript, HTML/CSS

Soft skills: Communication, Ideation, Problem-Solving, Critical Thinking, Cross-functional Collaboration

RELEVANT EXPERIENCE

- Research and performed UX Strategies to identify opportunities for the United Nations Information Centre's website. Including functionality, user interface enhancement, and evolution of the user experience.
- Reimagination and development of a design system for more than 30 Adidas stores in Mexico. The system was used in graphics, in-store branding, launch zones, and shop windows. The objective was to create a fun and informative customer experience.
- Implementation of creative projects during NYU's Integrated Digital Media program. The main focus was on web design using JavaScript, concepts of Copyright, Trademarks, and Patents in digital design.
- Execution of UX design processes including front-end and user-friendly interfaces such as websites and mobile apps. Experience with Figma and Adobe XD.
- Participation in human-centered projects by focusing on user needs to create effective, enjoyable, and ethical product experiences, ensuring safe and respectful interactions between user research and the product.

EDUCATION

Facultad de Estudios Superiores Acatlán, UNAM

BS in Graphic Design
2014 - 2019

MicroMasters Program, NYU

Integrated Digital Media
2020 - 2021

Google Certificate

UX Design
2021 - 2022

San José City College

Certificate in User Experience and Interaction Design
2024 - *Present*

PROFESSIONAL EXPERIENCE

United Nations Information Centre (UNIC)

Junior Graphic Designer
2017 - 2018

Grupo EDM, Adidas Design Team

Graphic Designer
2019 - 2020

LANGUAGES

Spanish, English