

ESTEFANÍA REYES GARCÉS

UX/UI Designer

estefaniareyesgarces@gmail.com · +57 312 804 6380 · Bucaramanga, Colombia · estefaniarg.com

PROFESSIONAL PROFILE

UX/UI Designer at Applus, a global B2B company in the inspection and certification industry. My role goes beyond design — I'm involved across the full product cycle, from requirements definition to delivery, which has given me a broad view of both the product and the business behind it.

PROFESSIONAL EXPERIENCE

UX / UI Designer • Applus LATAM

Jul. 2025 – Present

- Design and prototyping of interfaces for B2B applications in the engineering and certification sectors, working with multidisciplinary teams and international clients.
- Requirements gathering, definition of acceptance criteria, and coordination of QA cycles with test case documentation.
- Presenting progress and timelines to clients and stakeholders, bridging business needs and the development team.
- Building component systems and semantic color criteria for workflow management platforms.

UX / UI Designer • IncubApp Venture Capital

Mar. 2024 – Jun. 2025

- End-to-end UX process design (research, wireframes, high-fidelity prototyping, usability testing) for startups in Agile/Scrum environments.
- User interviews and usability testing to identify friction points and define improvement priorities.
- Design of component systems in Figma with accessibility and responsive design criteria.

Visual & 3D Designer • Disegno / CSPACE

Mar. 2022 – Dec. 2024

- 3D visualization, modeling, and graphic design for architecture and interior design projects, including visual identity development and brand communication materials.

EDUCATION

Industrial Design • Universidad Industrial de Santander (UIS)

2015 – 2021

GPA: 4.2 / 5.0 · Graduated: December 2021

Thesis: "Study on the configuration of graphic user interface elements oriented toward managing external cognitive load in an augmented reality environment"

Base research for a collective academic article published in RAD · DOI: 10.53972/RAD.eifd.2020.3.7

National Exchange Program — Industrial Design • Pontificia Universidad Javeriana

Jul. – Dec. 2018

CONTINUING EDUCATION

- Google UX Design Professional Certificate — Coursera (2024): 7 courses covering user research, Figma prototyping, and usability testing.
- Communication and Negotiation Mentorship Program — +Mujeres en UX LATAM (2024).
- Product Owner Course: MoSCoW prioritization, roadmapping, and backlog management, applied in professional projects.

PUBLICATIONS & ACADEMIC ACHIEVEMENTS

- Co-author, collective academic article: "User Interfaces in XR Technologies for Learning and Training" — Red Académica de Diseño (RAD), 2021. A synthesis of research on XR environments drawn from several theses within the group. DOI: 10.53972/RAD.eifd.2020.3.7
- Speaker, RAD conference (2021): "Developing Experience Through Playful-Educational Product Systems," on designing for early childhood hygiene habit formation.

SKILLS & TOOLS

UX / Research: User research · Usability testing · Personas · Journey mapping · Benchmarking · Wireframing · Hi-Fi prototyping

Design & Prototyping: Figma (advanced) · Adobe XD · Illustrator · Photoshop · Webflow

Management & Documentation: Notion · Jira · QA documentation · Excel

3D Visualization: 3ds Max · V-Ray · Corona · Blender · Rhinoceros

Code: HTML · CSS (actively learning)

LANGUAGES

Spanish: Native

English: B2 — professional use in international work environments