



# Amanda Morales | Senior UX/UI Designer

Senior UX/UI Designer with 7+ years and 74+ projects delivered end to end, spanning SaaS, B2B enterprise, e-commerce, healthcare, cybersecurity, nonprofit, and education platforms. I bring the breadth, speed, and stakeholder fluency that agency work builds, combined with the product-design depth that comes from owning every phase: research, information architecture, interaction design, design systems, and implementation oversight. Fluent in Spanish and English, proficient in German.

## Work Experience

Snowberry Media • 11/2018 – Present  
*Trajectory: Visual Designer · UI Designer · UX/UI Designer · Senior UX/UI Designer*

### Senior UX/UI Designer

- Led UX/UI projects from research to final implementation, resulting in a 25% increase in customer engagement and 15% higher conversion rates.
- Conducted in-depth user research to identify pain points, leading to data-driven design solutions that improved usability by 30%.
- Developed scalable design systems to enhance design consistency and developer efficiency, reducing front-end implementation time by 40%.
- Partnered with stakeholders, PMs, and developers to streamline workflows, mentoring junior designers and aligning business objectives with UX strategies.
- Implemented accessibility best practices, ensuring WCAG 2.1 compliance, which expanded product reach by 15% among diverse users.

Trigraphis, S.L. Comunicación + Gráfica • 05/2018 - 08/2018  
**Graphic Designer & Community Manager**

- Designed and executed branding & advertising strategies, improving brand visibility and client engagement.
- Managed social media content strategy, increasing follower growth by 20% within three months.

EITOQUE Cuba • 08/2017 - 04/2018  
**Visual Designer**

- Developed engaging digital content, increasing audience engagement by 35%.
- Collaborated with content & marketing teams to create compelling visual narratives aligned with strategic goals.

## Links

<https://www.amimorales.me/>  
<https://www.linkedin.com/in/amanda-morales-32a72989/>

## Skills

### Technical

Product design · Figma · FigJam · Adobe Creative Cloud (Illustrator, Photoshop, Premiere) · Design systems · Component libraries · Variables & tokens · Prototyping · Wireframing · Responsive web design · Interaction design · WordPress · Front-end collaboration

### UX & Strategy

- User research
- Usability testing
- Design systems
- Accessibility
- Inclusive design
- Design thinking
- Lean UX
- Agile methodologies
- Ethical AI

### Leadership

- Stakeholder communication
- Team growth
- Cross-functional collaboration
- Mentorship

### Languages

- Spanish - native
- English - C2
- German - B2
- French - A1

## Education

Bachelor's Degree in Visual Communication Design • University of Havana • 2010-2015  
Google User Experience (UX) Design Certificate • 08/2023  
Google Project Management Certificate • 12/2024