




# Pascuala Sylleros


 **Product Designer | UX/UI Designer**

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## About Me

I'm a passionate UX/UI designer who loves turning complex challenges into elegant, user-friendly solutions. With a strong focus on empathy and creativity, I craft designs that connect people to technology in meaningful ways. Whether it's for gaming, nonprofits, or beyond, I believe in the power of design to make a real impact.

## Skills

 **Design Expertise:** User Research & Analysis, Wireframing, Prototyping, Usability Testing, Responsive Design

 **Tools:** Figma, Adobe Creative Suite, Unity, Miro, Trello, Slack

 **Development:** Basic coding (C#, Java), GitHub, Web3

 **Methodologies:** Design Thinking, Agile, Material Design, Stakeholder Management

## Professional Experience

### **UX/UI Designer | Skillcap (The Beacon)**

Remote | Dec 2019 - Nov 2022

 Designed wireframes and prototypes, boosting player retention and engagement.


 Created an intuitive control panel for game stats and NFT exchanges.

 Enhanced the NFT trading platform for seamless navigation and interaction.

### **Product Designer | Fundación Contrabajo**

Santiago, Chile | Jun 2019 - Nov 2019

 Transformed workflows into app features, improving efficiency by 70%.

 Designed user flows and roles, ensuring a seamless user experience.

 Led a dev team to deliver a custom SaaS product exceeding stakeholder expectations

### **UX/UI Designer | Varus SPA**

Santiago, Chile | Oct 2018 - May 2019

 Enhanced an ERP platform, achieving a 50% increase in client satisfaction.

🔧 Implemented front-end updates to improve usability and functionality.

🌟 Delivered innovative design solutions tailored to user needs.

## 🎯 Digital Designer | Alta Comunicación

Santiago, Chile | Freelance

🌟 Collaborated with H&M to create tailored audiovisual content for LATAM markets.

🎨 Produced multimedia content, including web designs, GIFs, and Instagram filters.

🔄 Adapted to diverse platform requirements, delivering engaging designs.

## 🇺🇸 UX/UI Designer | Clari

Santiago, Chile | Freelance

🧩 Designed an intuitive learning platform incorporating gamification.

📄 Created high-fidelity prototypes, refining user experiences.

📊 Conducted usability testing, iterating designs based on user feedback.

## Education

🎓 **University of Europe for Applied Sciences** | MA in Visual and Experience Design | Oct 2022 - Feb 2024 | Potsdam, Germany

🎓 **Universidad del Desarrollo** | Bachelor's in Digital Design (Cum Laude) | Mar 2013 - Dec 2017 | Santiago, Chile

## Certifications

📄 Google: Conduct UX Research and Test Early Concepts | Aug 2024

📄 Google: Foundations of Project Management | Aug 2024

📄 EDx: Introduction to Blockchain and Web3 | Sep 2024

## Languages

🌐 **Spanish:** Native | **English:** Fluent