Phone
+(506) 8557-5387

Mail
mariaschcr@gmail.com

LinkedIn
https://mariaschcr.com

Website
https://mariaschcr.com

Private projects password
C4m14r14s

Location
San José, Costa Rica

Skills

- Teamwork
- Flexibility
- Self-motivation
- Problem solving
- UX
- UI
- Service Design
- Design Systems
- Prototyping
- Figma
- Adobe Xd (certified)
- Sketch
- Zeplin
- Photoshop
- Illustrator
- Keynote
- Powerpoint
- WordPress
- After Effects
- Jira
- Basecamp

Languages

- Spanish (native)
- English (advanced)

Mariana Arias Asch
UX | UI

About

I'm a Costa Rican designer with 8 years of experience. I chose to transition into UX, service design, and UI because I love how they can improve people's lives in general and specific topics. My years of experience taught me that a good design can't be created in one mind. Like Dieter Rams said: "You cannot understand good design if you do not understand people."

Experience

Freelancer
UX & UI designer | part-time | Jan. 2020 – Present

• I've been working with small local companies and startups. My main tasks consist of UX research, customer experience, improvement of their sites in UI and UX, and a little testing. Some projects have been doing the complete research and strategy behind a startup. Also, in these projects, I have worked solo, on small teams, and with developers.

Wunderman Thompson (Previously Possible)
Designer | Full-time | Jan. 2019 – Present

I've worked with multiple brands like T-Mobile USA, Mazda USA, Microsoft, Con Edison and Wink (a Costa Rican digital bank). Also, I've worked on multiple internal WT projects. Mainly my tasks have been:
• UX internal projects, like a chatbot, a personalized music songs app, a complete service design for the ecological issues the company has, etc.
• Design annual templates for CRM emails and landing pages. Here I had to work back and forth with developers to create doable assets.
• UI and visual design for a local digital bank, organizing a design system for Con Edison, and components for all brands.

Possible
Designer | Freelancer | May. 2016 – Jan. 2019

•High-end content for Mazda USA. The base of my work was teamwork, peer's work review, helping once and a while the motions team with HTML banners, and working on the design of CRM emails.

Arte y Punto
Web designer | Full-time Dec 2014 – Mar 2016

• UX and UI design for the hydraulic mosaics web page and for the SaaS software for gas station my bosses wanted to develop. Also, I worked on the front-end part of both sites, and hand to hand with the back-end developers.

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Father Agency

Designer | Internship | Jan 2013 – Apr 2013

• Creating corporate identity content for different national brands.
• Another role was editing images and creating basic photo collages.

Formal Education

Associate Degree in Digital Experiences

Veritas University | 2014-2016

Bachelor's Degree in Advertising Design

Veritas University | 2009-2014

Certifications

Accessibility: How to Design for All

Interaction Design Foundation | Jan. 2021 – Aug. 2021

UX Designer full-stack

SDI Institute | Mar. 2021 – Mar. 2022

UX Designer

Creativa Univesity | Jan. 2020 – Dic. 2020

Enterprise Design Thinking Practitioner

IBM | May. 2020