Pamela Flores Iberri

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UX/UI Designer with over 6 years of experience and a Computer Engineering background, specializing in product design, business analysis, and innovation. I work closely with cross-functional, globally distributed teams, bringing empathy, problem-solving, and adaptability to deliver user-centered solutions that align business goals with user needs, while serving as a bridge between product, development and stakeholders.

SKILLS & ABILITIES

DESIGN & RESEARCH
User Research · Product Design · Wireframing & Prototyping ·Information Architecture · Design Systems ·Design Thinking

TOOLS & TECHNOLOGIES
Figma · Miro / FigJam · Notion / Jira / Monday · Illustrator (Basic) · HTML · CSS · JavaScript

LANGUAGES
Spanish – Native
English – Advanced (C1)

EXPERIENCE

FREELANCE UX/UI DESIGNER
Mexico City - Remote
February 2024 – Present

- Collaborate with startups and small businesses to design digital solutions, adapting to diverse client needs and project scopes.
- Translate requirements into clear wireframes and interactive prototypes that clarify ideas early and provide a clear direction for development.
- Apply user-centered practices, from research to iterative prototyping, ensuring solutions are both usable and aligned with business objectives.

HEAD OF DESIGN | NUSKAR
Mexico City - Remote
September 2022 – February 2024

- Led end-to-end design as the sole designer, creating an ecosystem of digital solutions for drivers, fleet managers, workshops, and service providers.
- Delivered driver ecommerce, fleet dashboards, and workshop management tools that simplified maintenance scheduling, product purchases, and service tracking.
- Collaborated with PMs, developers and stakeholders in a Shape Up process, using Figma for prototyping and UI, and FigJam for user flows and brainstorming workshops.
- Contributed to product initiatives that supported a partnership with Uber, enabling drivers to access affordable parts and maintenance solutions.

UX/UI DESIGNER | LASKIE
United States - Remote
December 2021 – June 2022

- Designed and prototyped new features in Figma, working closely with engineers to speed up delivery and validation of concepts.
- Conducted UX research to uncover pain points, leading to a 30% faster recruiter workflow and reducing clicks needed to complete core tasks.
- Build reusable components and visual assets, improving consistency across the platform and supporting brand presence in product and social media.

UX/UI DESIGNER | ESPORTS STATE   *Mexico City - Remote*
July 2021 – December 2021

- Partnered with stakeholders, investors, and users to shape the company's business and design strategy for its esports platform.
- Led UX research combining qualitative and quantitative methods, defining user personas and key user needs.
- Facilitated ideation sessions and prioritized solutions with a value-usage matrix, resulting in 5 validated features for the MVP.
- Designed initial wireframes and prototypes to bring concepts to life and align product, business, and user goals.

UX/UI DESIGNER | SOLUCIONES KUALI   *Mexico City - Remote*
October 2020 – December 2021

- Designed client-focused prototypes and gathered requirements through interviews, ensuring solutions aligned with business expectations.
- Conducted research and ideations sessions to guide development of user-centered products.

LEAD UX/UI DESIGNER | TESTBENCH TECHNOLOGIES   *Toronto, Canada - Remote*
October 2020 – May 2021

- Led design for platforms including a crypto analysis tool and an enterprise platform for AB InBev.
- Built the design system and guided the team through design processes, improving consistency and efficiency.

UX/UI DESIGNER | UBHURU TECHNOLOGIES   *San Francisco, United States - Remote*
January 2018 – January 2020

- Supported stakeholders by delivering personas, use cases, and prototypes, shaping user-focused product strategy.

WEB DEVELOPER INTERN | BIBLIOTECA RAÚL BAILLÈRES JR.   *Mexico City, Mexico*
(ITAM)
September 2016 – September 2018

- Developed and maintained features for the library's website serving 5,000+ daily users, using JavaScript, jQuery, and PHP.

EDUCATION

- **BS IN COMPUTER ENGINEERING** — Instituto Tecnológico Autónomo de México (ITAM)
  Coursework completed; thesis pending

- **ACADEMIC EXCHANGE PROGRAM** — Norwegian University of Science and Technology (NTNU)
  Spring 2019

CERTIFICATIONS

- **INTERACTION DESIGN FOUNDATION (IDF):** Design Thinking: The Beginner's Guide · Become a UX Designer from Scratch · Visual Design: The Ultimate Guide

- **CODECADEMY:** Learn JavaScript Course