ANA SOFIA MADRIZ MASÍS

Industrial Design Engineer from Instituto Tecnológico de Costa Rica

● PROFILE

I am an Industrial Design Engineer with more than 2 years of experience in Customer Experience and Customer Service, being in charge of marketing campaigns and statistics and data analysis. I am looking to focus on User Experience, User Interface, or both. I am a responsible person, willing to share my knowledge and I like to be in constant learning to develop my skills on a daily basis.

● CONTACT

- Location: Cartago, Costa Rica
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- Email: sofim2307@gmail.com
- Portfolio: https://www.anasofiadesign.com/
- LinkedIn Profile: https://www.linkedin.com/in/ana-sof%C3%ADa-madriz-design

● EDUCATION AND FORMATION

- Primary Education. Winston Churchill Spencer School.
- General Basic Education. Bachelor's Degree in Secondary Education.
- Liceo Experimental Bilingüe José Figueres Ferrer.
- Industrial Design Engineering. Instituto Tecnológico de Costa Rica

● EXPERIENCE

- **Spanish teacher at CEPEF.** 2015-2016. Responsibilities: teaching Spanish to high school students to pass the baccalaureate exam or school exams.

- **Customer Service at Amazon.** 2020. Responsibilities: attend to customer requests and concerns and help them resolve any problems with their product.

- **Entrepreneur at Onírica.** 2021 to present. Responsibilities: Buy from suppliers, sell jewelry, serve customers, take budgets and manage money. Social media, create publications, make packages, make shipments, among others.

- **UX / UI Design and Marketing Consultant at Imagineer Customer Experience.** 2022-2024. Responsibilities: Serving customers, creating monthly marketing campaigns, making posts for social networks, making email marketing strategies, using HubSpot CRM for Contacts, Marketing, sales, creating automations, lead scoring, analyzing data, creating Reports and improving SEO. In the UX/UI part I was in charge of analyzing the client's web pages and their analytics with programs like Hotjar, Website Grader, GTmetrix, among others; this to visualize the user's behavior. I made changes and optimization of the website as well as design changes to improve the user experience and interaction.

● OTHER KNOWLEDGE

- Ingles avanzado
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier Pro
- Adobe InDesign
- Solidworks
- Figma
- Fusion 360
- Hubspot

● SOME CURSES AND CERTIFICATIONS

- Course ofMicrosoft Power Point XP, Microsoft Excel XP, Microsoft Word XP.
- Course UI. Brainstation CR
- Crehana Time Management and Productivity Course.
- Introduction to Branding Course: Logo Design. Crehana
- Community Management Course for Beginners. Crehana
- Branding Course for Social Networks. Crehana.
- Learn how to create web pages with HTML and CSS. Udemy
- Web Design for Usability Certification. Interaction Design Foundation
- User Experience Certification: A Beginner's Guide. Interaction Design Foundation
- Web Design for Usability Certification. Interaction Design Foundation
- Design Thinking Certification: The definitive guide. Interaction Design Foundation.

● LANGUAGES

- Spanish Native
- English Advanced

● EMPLOYMENT REFERENCES

- Susana Matamoros. 8583-1091
- Marielos Granados. 8816-0888
- Yashin Fonseca. 6014-1816
- Katherine Dixón. 8490-8047