# Gabriela Cárdenas

CX/UX Designer with a Master's in Project Management & Agile Methodologies. Skilled in blending design, research, and strategy to craft impactful experiences. Strong in translating insights into interaction design and prototypes, driving clarity and alignment through visual frameworks and empathetic problem solving.

[] (506) 8939-8713

Costa Rica

∠ anagcc@gmail.com

www.gabicardenas.com

in cr.linkedin.com/in/gabscardenas

#### **LANGUAGES**

Spanish (Native) English (Proficient)

## **EDUCATION**

ULatina (2025)
Project Management &
Agile Methodologies

UCreativa (2020 - 2021) UI & UX Design Certifications

FundaTEC - Tecnológico de Costa Rica (2013 - 2014) Graphic & Web Design Degrees

Tecnológico de Costa Rica (2011) Industrial Design Engineering

Fachhochschule Vorarlberg (2010)

Summer Semester Intermedia Design

#### CONFERENCES

An Event Apart (2019) Chicago, IL

Smashing Conference (2015 & 2017) New York, NY

AdobeMAX (2015 & 2016) San Diego & Los Angeles, CA

### **WORK EXPERIENCE**

# Customer Experience/User Experience • Microsoft

May 2024 - Present

I design with empathy and intention, always viewing the world through the lens of our users to craft experiences that are intuitive, meaningful, and impactful. Collaborate across disciplines to explore user needs deeply, translate insights into actionable solutions, and co-create digital experiences that solve complex problems with clarity and purpose. I bring a strong storytelling mindset to my work—communicating research findings and design strategies in ways that inspire alignment, action, and innovation.

By connecting data, behavior, and business goals, I help shape user-centric solutions that drive engagement, usability, and long-term value.

# User Experience/User Interface Designer • Cargill

August 2022 - 2024

Established processes for product design in collaboration with stakeholders. Coached in evaluating project solutions from a user perspective. Utilized UX and Design thinking methodologies for user research, feedback gathering, workshops, and design ideation. Developed innovative solutions and prototypes for improving user experiences for the company's internal products and services.

# Web Designer • Samtec Inc

May 2014 - April 2018 & July 2018 - August 2022

Created wireframes and mock-ups for the website's projects. These wireframes and mocks were reviewed, approved, and implemented in coordination with the team. Worked on the design of user interfaces and user experiences using languages such as HTML, CSS, and SASS. Apart from this, performed administrative tasks such as participating in weekly team meetings for sprint planning and daily stand ups. Worked closely with the business and key users to ensure their requirements are met.

# Media and Graphics Designer Senior Analyst • Accenture

April 2018 - June 2018

Developed creative solutions for clients through graphic design and visual communication. Worked in a fast-paced and dynamic team environment.

# Business Presentation Designer • McKinsey & Company

Feb. 2011 - March 2012 & Oct. 2012 - May 2014

Developed and presented visual communications solutions to business consultants in order to translate complex ideas into visual stories.

## **TECHNICAL SKILLS**

User Experience
User Interface
User research
User testing
Wireframes
HTML
High-fidelity mock-ups
Prototyping
Design thinking
User research
User testing
HTML
CSS
SASS

Agile - Scrum Azure CMS Responsive

Git

People oriented
Teamwork
Analysis & problem solving
Organized, good time management

Adapts to changes

Energetic & enthusiastic Strong Storytelling Assertive communication Detail oriented Proactive Figma/FigJam Maze Dovetail Qualtrics Mural Visual Studio

Adobe Creative