AMANDA COTO ROBLES

UX/UI PRODUCT DESIGNER | INDUSTRIAL DESIGN ENGINEER

amandacotorobles@gmail.com | +506 6084-8916 | San José, Costa Rica | LinkedIn Profile | Portafolio

PROFILE

UX/UI Product Designer with 3+ experience designing **responsive digital products**, conducting **UX research**, and building **scalable design systems**.

EDUCATION

2019 - 2024

Bachelor's Degree • Industrial Design Engr.
Costa Rica Institute of Technology

Mar 2023 - Jul 2023

Semester abroad
Hochschule für Gestaltung, Germany

2014 - 2018

High School Diploma
Saint Anthony High School

CERTIFICATES

Google UX Design Professional Certificate
Coursera • June 10, 2026

Scrum Fundamentals Certified (SFC)
SCRUMstudy • Nov 30, 2024

SKILLS

UX/UI

- Figma Suite
- Miro
- Hotjar

Adobe Suite

- Illustrator
- Photoshop
- InDesign

AI Tools

- Claude
- ChatGPT
- Figma AI

Some UX Methods

- Usability Testing
- Competitive Audits
- Info Architecture

LANGUAGES

Spanish — Native
English — C1 Professional
French — A2 Basic

PROFESSIONAL EXPERIENCE

UX/UI Mid-level Product Designer,
Brand Builders

March 2024 – Present

- Conducted user research, usability testing, and competitive analysis to **uncover user needs and identify product opportunities**.
- **Designed responsive digital experiences**, from wireframes to high-fidelity, as well as interactive prototypes to validate ideas.
- **Partnered with developers and stakeholders** throughout the product lifecycle, creating solutions that are both technically feasible and user-centered.
- **Scaled the company's Design System** using Figma variables and reusable components, improving design consistency and enabling faster product development.
- Created **gaming platform experiences** focused on usability, accessibility, and long-term user engagement.

Professor's Assistant, Industrial Design
Costa Rica Institute of Technology

July 2022 – June 2024

- **Designed digital communication materials** for academic projects and institutional activities.
- **Improved project organization** by managing documentation and streamlining communication.
- Translated complex academic information into **accessible visual content**, enhancing clarity.

Content Manager Internship,
Ferretería Novex

October 2022 – January 2023

- **Optimized product content** for the company's e-commerce platform, improving quality and engagement.
- Conducted product research to create user-focused descriptions that **supported customer decision-making**.
- Contributed to merchandising and content organization efforts that **enhanced the online shopping experience**.

Assistant, Gender Equality Office
Costa Rica Institute of Technology

August 2021 – June 2022

- **Designed communication materials** for campaigns, events, and institutional initiatives.
- **Collaborated with multidisciplinary teams** to support institutional goals.