Valeria

MADRIGAL CAMACHO

CONTACT

📞 **+ 52 33 1608 2960**

✉️ **valeria.mc.design@gmail.com**

📍 **Guadalajara, Mexico**

PROFESSIONAL PROFILE

Passionate **UX Design student** with a background in **Innovation & Design Engineering**, specializing in **user-centered design, research, and prototyping**. Skilled in creating **intuitive, data-driven digital experiences** that enhance user interactions.

I have worked on **UX-focused projects,** including **redesigning academic programs based on student journey** research. Experienced in **wireframing, usability testing, and product development.** Thrives in **collaborative environments,** values **user research**, and is eager to learn from industry experts.

Excited to bring my **problem-solving mindset, creativity, and analytical skills** to Oracle's UX team and contribute to meaningful enterprise solutions.

EDUCATION

Bachelor's Degree in Innovation & Design Engineering with a Specialization in Data Science
Universidad Panamericana (Expected Graduation: 2025)

Specialization Courses

Graphic Design
CAAV (2018)

Technical Degree in Marketing
Certificate in "Business" Apex Technical School Program (2017 - 2019)

SOFTWARE

- **UX/UI:** Figma **(Wireframing, Prototyping)**, Canva, **Usability Testing, User Research**
- **Graphic & Visual Design:** Adobe Photoshop, Illustrator, Premiere
- **3D & Product Design:** SolidWorks, Rhino
- **Data & Business Tools:** Microsoft Excel, PowerPoint, Word

LANGUAGES

Spanish - Native

English - Advanced

Portuguese - Intermediate

French - Beginner

UX DESIGN PROJECTS & ACHIEVEMENTS

UX DESIGN PROJECT | QPS – AI Sleeping Tracker (2025)

- Designed a **wearable sleep-tracking band** and **mobile app** to improve sleep quality with AI-driven insights.
- Conducted **user research** to identify pain points in existing sleep apps, focusing on usability and actionable recommendations.
- Developed an **intuitive digital interface** that syncs sleep data with users' calendars for **personalized sleep strategies.**
- Applied **system thinking** to ensure seamless integration between the wearable, app, and AI functionalities.

UX DESIGN PROJECT | Universidad Panamericana (2024)

- **Redesigned the Innovation & Design Engineering program** to improve student experience, focusing on **usability and engagement.**
- Conducted **student journey mapping** and surveys to identify pain points.
- Proposed structural changes that enhanced clarity, leading to **higher student retention and program satisfaction.**

Best Project Award in 3D Printing with Biodegradable Materials (2024) Digital Manufacturing, Universidad Panamericana.

- Developed **eco-friendly prototypes** for sustainable product applications.

Best Project Award for Alarm Clock for Deaf Users (2019) Universidad Panamericana.

- Designed an **inclusive product** tailored for users with hearing impairments, recognized for its **user-friendly design.**

WORK EXPERIENCE

SUSTAINABILITY PROJECT DESIGNER & MANUFACTURER | LABORATORIO DE RECICLAJE DE ZAPOPAN (LARZ) (2023)

- Designed and developed **eco-friendly products** with a **user-centered product** solutions for schools and community associations, applying **usability testing** and **prototyping techniques** to enhance functionality and accessibility.

GRAPHIC DESIGN INTERN | COPARMEX (2019-2020)

- Designed branding and promotional materials for the **Entrepreneurship Olympics**, increasing event attendance by **20%.**
- Led **advertising campaigns and video content creation**, boosting engagement across social media platforms.
- Coordinated with business executives to secure sponsorships and marketing opportunities.

EXTRACURRICULAR ACTIVITIES

Member of the Universidad Panamericana dance team, excelling in cultural and competitive performances.

PORTFOLIO

https://www.valeriasportfolio.com/