Pascuala ✸ Sylleros

PRODUCT DESIGNER

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ABOUT ME

Product Designer with 4+ years of experience in UX/UI and digital design. Proficient in gathering and analyzing user needs, developing wireframes and prototypes, and improving user experiences through thorough research. Delivered significant enhancements in usability and visual appeal across various projects.

SKILLS

Design

- User Research & Analysis
- Wireframing
- Prototyping
- Planning
- Critical thinking
- Material Design
- Design System
- Data visualization
- User Interface Design
- Usability Testing
- Responsive Design

Product

- Stakeholder management
- Cross-functional Collaboration
- Design Thinking
- Agile Methodologies

Toolbox

- Adobe Creative Suite (Illustrator, Photoshop, Adobe XD, After Effects, InDesign)
- Figma
- Unity
- Google Forms & Google Slides
- Miro
- Slack
- Trello
- Basic coding in C# and Java
- GitHub
- Web3

Content Creation

- Video and image editing
- Social media branding and content

EDUCATION

UNIVERSITY OF EUROPE FOR APPLIED SCIENCES
Oct 2022 - Feb 2024 / Potsdam, Germany.
Visual and Experience Design MA degree.

UNIVERSIDAD DEL DESARROLLO
Mar 2013 - Dic 2017 / Santiago, Chile.
Digital Designer Bachelor's Degree

- Graduated with honors (Cum Laude)
- **Recognitions:**
    - Outstanding thesis project in the Digital specialization
    - Academic excellence in the Digital specialization

CERTIFICATES

- **Javascript** (Coder House /Oct 2020)
- **Conduct UX Research and Test Early Concepts** (Google/Aug 2024)
- **Foundations of Project Management** (Google /Aug 2024)
- **Introduction to Blockchain and Web3** (EDx/Sept 2024)

LANGUAGES

- Spanish: Native
- English: Fluent

EXPERIENCE

UX/UI Designer

Skillcap: The Beacon — Remote / Freelance (4 M)

The Beacon is a fantasy roguelike RPG game that combines social elements with NFTs. It challenges players to explore dungeons, face monsters, and participate in a virtual economy where they can trade the NFTs earned during a match.

- Led the design of wireframes and prototypes, significantly boosting post-game usability and aesthetic appeal.
- Directed the design of an intuitive control panel, enabling seamless player interaction with game statistics and NFT exchanges.
- Developed user interfaces for the NFT trading platform, streamlining navigation and interaction to foster an immersive post-game experience.

Product Designer

Fundación Contrabajo — Dic 2019 - Nov 2022 / Santiago,CL

Non-profit organization for labor inclusion for people with intellectual disabilities. SaaS product focused on the management and testing of the NGO

- Project Leadership: Orchestrated project leadership, conducting user research, defining organizational requirements, and transforming processes into app features, driving efficiency.
- Design and Development: Architected site map, user flow, and roles, ensuring a seamless user experience. Led end-to-end design, including usability studies, resulting in a 70% efficiency improvement.
- Team Management: Led a team of front-end and back-end developers, coordinating sprints to exceed stakeholder expectations and meet platform goals.
- Outcome-Driven Design: Implemented custom software that increased monthly evaluation efficiency by 70%, enhancing feedback quality.

UX/UI Designer

Clari — Freelance / Santiago,CL

Clari , is a next-gen learning platform based on tutoring done by students.

- Created an intuitive and engaging interface, making learning fun and interactive for users of all ages.
- Applied user-centered design principles to ensure a visually pleasing and easy-to-use platform.
- Implemented gamification techniques like points, badges, leaderboards, and rewards to boost user motivation and engagement.
- Leveraged high-fidelity prototypes, wireframes, and user flows to refine and perfect the design.
- Conducted user research and usability testing to iterate and improve the design based on feedback.

Lead UX/UI Designer

Varus SPA — Jun 2019 - Nov 2019 / Santiago,CL

Custom digital product development agency and SaaS product development.

- Enhanced the ERP platform by aligning user needs and priorities, resulting in a 50% increase in client satisfaction.
- Programmed front-end updates, ensuring a smooth and user-friendly experience.
- Identified areas for improvement and implemented innovative solutions to enhance platform functionality and aesthetic appeal.

Digital Designer

Alta Comunicación — Oct 2018- May 2019 / Santiago,CL

Communications and digital marketing agency.

- Collaborated with H&M's social media manager, creating tailored audiovisual content for markets in Chile, Peru, and Uruguay.
- Developed captivating multimedia content, including web design, GIFs, and Instagram filters, demonstrating versatility and adaptability to various platforms