



blanca guessmann

UI/UX Designer

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San Diego, CA

Positive Change Through Design | Human-Centered Innovation | Crafting Intuitive and Elevated User Experiences

summary

Adaptable and empathetic designer with a sociology background who leverages the understanding of human behavior and social dynamics to create human-centered designs. Effective communicator with strong foundation in research, accessibility, and culturally tailored digital content, allowing for the design of inclusive and intuitive interfaces that cater to diverse user needs. Has an innovative vision that can transform ideas into beautiful and elevated user-centered designs, crafting solutions that not only captivate and engage but also inspire meaningful impact.

skills

Visual Design · Design Systems · User-Centered Design Thinking · User Research · User Experience · User Flows · Accessibility · Prototyping · Voice User Interface Design · Digital Design · Project Management · Branding · Research · Figma · Empathy · Adaptability · Collaboration · Teamwork · Communication · Marketing · Critical Thinking · Fluent Spanish, Portuguese & German

project experience

Bites by Coco

June 2024

- Bites by Coco is an all natural online pet food shop with subscription-based model
- Redesign into a responsive website to enhance usability and brand coherence, effectively communicating the subscription discount structure to boost subscriptions and increase multi-product purchases

Brain Dose

Sep 2023 – Nov 2023

- Brain Dose helps users gain awareness, useful insights, and motivation to help them make healthy lifestyle changes by building and tracking habits to improve their brain health and overall well-being.
- Build an intuitive and engaging interface for both Native iOS and Android platforms, tailored to meet user needs and brain health goals

Kaxan

May 2023 – Aug 2023

- A travel planning web app that simplifies the travel planning experience by finding everything users need to plan their trip in one place (e.g, search activities/attractions, creating itineraries, and even import bookings).
- Conceptualize and design and iteration of a responsive web app that would solve the problems that users currently face with a travel planning

professional experience

Health Equity Communications & Outreach Coordinator

Sep 2022 – Nov 2022

Washington State Department of Health | Remote

- Transformed a COVID-19 collaborative into a holistic community collaborative by developing and executing a comprehensive, community-informed outreach plan that fostered equitable engagement, enhanced trust, and promoted social justice.

Communications Specialist (Bilingual)

Jan 2022 – Jul 2022

CDC Foundation | Remote

- Developed and implemented a bilingual social media strategy for the CDC Foundation, launching the WA State Department of Health's first all-Spanish pages and achieving 3K followers in the first month, while creating inclusive digital content to enhance access to culturally tailored health information for Latinx communities.



professional experience (cont.)

Research Associate

Sep 2020 – Mar 2021

FAU, Erlangen-Nuremberg - Dept. for Sport Science and Sport | Erlangen, Germany

- Played a key role in the launch of a nationwide community physical activity promotion project in Germany, prioritizing accessibility for disadvantaged groups, while driving branding and content development for the project's homepage and conducting a literature review to inform best practices for community-based health intervention.

education

User Interface (UI) Design | CareerFoundry

Master of Arts, Physical Activity And Health | University of Erlangen-Nuremberg

Bachelor of Arts, Sociology | University of California, Santa Cruz

Study Abroad | Pontifical Catholic University of Rio de Janeiro