

blanca guessmann

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UI/UX Designer

User-Centric Design | Visual Design | Cross-Functional Teamwork | Design Systems

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 · Social Media · Research · Figma · Adobe XD · Typography · Responsive Design · Empathy · Adaptability · Collaboration · Teamwork · Communication · Marketing · Critical Thinking · Fluent Spanish, Portuguese & German

project experience

- Bites by Coco** | E-commerce pet food shop with a subscription model June 2024
- 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
 - Developed prototypes and ensured brand coherence across all touchpoints.
- Brain Dose** | Native iOS and Android health habit tracker Sep 2023 – Nov 2023
- Design an intuitive and engaging interface tailored to meet user needs and brain health goals
 - Delivered high-fidelity prototypes and contributed to a consistent design system for scalable solutions
- Kaxan** | Travel planning responsive web app May 2023 – Aug 2023
- Conceptualized and iterated on a responsive platform, addressing usability challenges and enhancing user flow
 - Applied design principles to create cohesive visual hierarchies for itinerary management features

professional experience

- Health Equity Communications & Outreach Coordinator** Sep 2022 – Nov 2022
- Washington State Department of Health | Remote
- Designed and executed a community-informed outreach strategy that integrated visually compelling digital assets, fostering equitable engagement and enhancing trust within underrepresented communities.
 - Collaborated with cross-functional teams to develop branding, infographics, and other marketing collateral to promote health equity initiatives and COVID-19 awareness.
 - Led the creation of educational digital content, ensuring it was accessible, visually appealing, and aligned with the department's social justice and public health goals.

professional experience (cont.)

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.
- Digital content included animated infographics, animated content, video editing for social media and ads.

Research Associate

Sep 2020 – Mar 2021

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

- Led the design and development of the homepage for a nationwide physical activity promotion project for disadvantaged communities, focusing on branding and content.
- Conducted research on best practices for community-based health interventions.
- Collaborated with stakeholders to ensure that all digital assets adhered to accessibility guidelines and effectively communicated the project's objectives to a wide audience.

education

User Interface (UI) Design | CareerFoundry

Voice User Interface 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

professional development

The Strategy of Content Marketing | Coursera

Fundamentals of Graphic Design | Coursera

community involvement

Hermanas Unidas de UCSC | Co-Founder + Co-Chair

Reality Changers | Participant, Alumna, Volunteer

Jackie Robinson YMCA | Volunteer

Kids Korps USA | Volunteer

American Cancer Society | Participant

Key Club | Volunteer