Maria Custode

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PROFESSIONAL SUMMARY

UX/UI Designer with professional experience creating user-centered digital solutions for web and mobile platforms. Combining marketing background with design thinking methodology, user research, and human-computer interaction principles to deliver data-driven design solutions. Proficient in wireframing, prototyping, and responsive design using Figma alongside the latest design tools, with a passion for translating complex business requirements into accessible, intuitive user experiences.

UX/UI DESIGN EXPERIENCE

Freelance UX/UI Designer
Remote | May 2024-Present
- Led two client projects using design thinking methodology, creating wireframes and high-fidelity mockups through user-centered design principles.
- Translated business goals into clear user flows and journey mapping to optimize user experience.
- Designed responsive sections for clients' websites across mobile, desktop, and tablet.
- Redesigned mockups from an existing Shopify theme in Figma.
- Developed components and variant libraries in Figma.

ADDITIONAL PROFESSIONAL EXPERIENCE

Legal Assistant
TriCity Lawyers – Real Estate Firm | Durham, NC | Feb 2021-Sept 2022
- Supported attorneys and paralegals in real estate closings by managing documentation, accuracy, and scheduling.

Receptionist
TriCity Lawyers – Real Estate Firm | Durham, NC | Aug 2020-Feb 2021
- Served as the first point of contact for clients.
- Coordinated communications and internal logistics.
- Proactively managed appointment scheduling and tracked key legal documents.
- Streamlined workflow by introducing document templates, reducing manual input by 40%.

EDUCATION

UX/UI Foundations
Avocademy Bootcamp| Online | Apr-Aug 2023

Digital Marketing Basics
Udemy | Online | May 2022

B.S. in Business Management
Universidad Tecnologica del Centro (UNITEC) | Valencia, Venezuela | Jan 2014-Jul 2019

A.S. in Marketing
Universidad Tecnologica del Centro (UNITEC) | Valencia, Venezuela | Jan 2014-Jul 2019

LINKS

Portfolio | mariavcustode.com
LinkedIn | www.linkedin.com/in/mariavcustode
Instagram | @bymc_designs

SKILLS

Design
User Research, User Design, Visual Design, Interaction Design, Wireframing, User Psychology, Usability Testing, Persona Development, Journey Mapping, Prototyping, Mockup Design, Mobile Design, Web Design, Photography, Illustration.

Tools
Figma, Sketch, Miro, Procreate. Framer, Affinity Designer.

Methods
Cross-Functional Collaboration, User Flows, Responsive Design, Design Systems, Accessibility, Component Libraries.

Softs
Bilingual: English and Spanish, Organized, Communication, Multitasking, Agile/Scrum.

PORTFOLIO

Visit mariavcustode.com for case studies and design works.