

Sofía Matheu Goycoolea

UX/UI Designer

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About Me

I am a designer committed to innovation and digital transformation. I keep abreast of the latest technological developments to ensure my designs meet the user needs. My main focus is creating solutions that optimize the interaction between users and technology, delivering designs that align with the product's objectives and provide a compelling visual experience.

Experience

UX/UI Designer - Macal

2023 - Today

User Experience and Interface Designer for a digital transformation project dedicated to developing an internal software (Saas) that automates processes, optimizes workflows, and streamlines operations.

UX/UI Designer - Prodalam

2022-2023

Designer for a digital transformation project, focusing on the conception, development, and prototyping of internal digital products (point of sale systems, product information management, distribution networks) as well as external applications (marketplace).

Product Designer - Comercial Atlantic

2020-2022

Wireframe research plan and development for web platforms for suppliers and clients. Product conceptualization and creation: technical specifications design, prototypes, and standardization.

Design Intern - CSC Products

2018

Assistant in the design and testing of user experiences for web and digital properties, as well as in cross-platform web and graphic design.

Education

Pontificia Universidad Católica de Chile

2022

Diploma in User Experience Design and Measurement in Digital Environments (UX/UI)

Universidad Adolfo Ibáñez

2014 - 2019

Master's in Innovation and Design Master
Bachelor's in Design Engineering Bachelor

University of Technology Sydney UTS

2018

“Design and Innovation” : Exchange Program