

# blanca guessmann



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San Diego, CA

## UI/UX Designer

### summary

Adaptable and empathetic designer with a health and 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.

### experience

#### UI/UX Design Intern | AgentX

05.'25 – Present

- Design and develop core pages for AgentX website, including the Agency and Main Landing Pages
- Contribute to the UI/UX of the Agency SaaS platform, shaping user flows and ensuring functional, user-centered design
- Lead design QA and collaborative brainstorming with the founder to maintain quality, and curate case studies

#### UI/UX Designer | Bites by Coco

06.'24

- Redesign an e-commerce pet food shop with a subscription model 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 touch-points

#### UI/UX Designer | Brain Dose

09.'23 – 11.'23

- Design an intuitive and engaging native iOS and Android interface tailored to meet user needs and brain health goals
- Delivered high-fidelity prototypes and contributed to a consistent design system for scalable solutions

#### UX/UI Designer | Kaxan

05.'23 – 08.'23

- Conceptualized and iterated a travel planning responsive web app, addressing usability challenges and enhancing user flow
- Applied design principles to create cohesive visual hierarchies for itinerary management features

#### Health Equity Communications & Outreach Coordinator | Washington State Department of Health

09.'22 – 11.'22

- 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

#### Communications Specialist (Bilingual) | CDC Foundation

01.'22 – 07.'22

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

09.'20 – 03.'21

- 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

#### CareerFoundry

User Interface (UI) Design  
Voice User Interface Design

#### University of Erlangen-Nuremberg

M.A., Physical Activity And Health

#### University of California, Santa Cruz

B.A., Sociology

#### Pontifical Catholic University of Rio de Janeiro

Study Abroad

### tools

Figma · Adobe XD · Sketch · Slack · Canva

### skills

Visual Design · Voice User Interface Design · User Research · User Experience · User Flows · Prototyping · Digital Design · Project Management · Branding · Social Media · Research · Typography · Responsive Design · Collaboration · Teamwork · Communication · Marketing · Critical Thinking

### practice

Accessibility · Design Systems · User-Centered Design Thinking · Empathy · Adaptability

### languages

English · Spanish · German · Portuguese

### prof. development

The Strategy of Content Marketing | Coursera

Fundamentals of Graphic Design | Coursera