

# Mariaelena Cossio Clark

UX/UI Designer & Web Developer

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## PROFESSIONAL SUMMARY

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UX/UI Web Designer with 3+ years of experience delivering user-centered digital products across SaaS, e-commerce, and B2B platforms. Combines deep design thinking, wireframes, prototypes, usability testing, and design systems, with hands-on frontend development in React and Tailwind CSS. Skilled in Figma, component-based architecture, accessibility best practices, and Agile workflows. Experienced in collaborating with cross-functional teams to translate complex product requirements into intuitive, pixel-perfect interfaces.

## CORE SKILLS

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**UX Strategy & Research:** User-centered design, wireframing, prototyping, usability testing, user flows, competitive analysis, design documentation, data-informed decisions

**UI & Interaction Design:** Component libraries, design systems, style guides, color theory, typography, spacing, responsive design, micro-interactions, motion design (Framer Motion), accessibility (WCAG), icon design

**Frontend Development:** React 18, Vite 5, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, React Router, React Context API, Framer Motion

**Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator), Adobe XD, Sketch

**CMS & Platforms:** WordPress, Webflow, Wix Studio, HubSpot

**Deployment & Cloud:** Vercel, GitHub Pages, GitHub Actions, AWS (S3, CloudFront)

**AI & Integrations:** OpenAI, Anthropic Claude, LLM prompting, AI agent workflows, Stripe

**Collaboration & Workflow:** Agile / Scrum, Figma handoff, Google Analytics, Notion, GitHub, VS Code, Chrome DevTools, cross-functional stakeholder communication

## WORK EXPERIENCE

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### UX/UI Designer & Digital Experience Specialist

Jan 2024 – Present

*Freelance*

*Remote, Canada*

- Designed Figma wireframes, prototypes, and design systems, cutting client revision cycles by 40%.
- Built 5+ responsive React/Vite/Tailwind web apps with reusable component libraries for production deployment.
- Led end-to-end UX process, user flows, usability testing, iteration, improving task completion by 30%.
- Conducted competitive analysis and UX benchmarking to guide design decisions across 3+ client projects.
- Deployed scalable apps via Vercel and GitHub Actions, integrating AWS S3/CloudFront for performance.
- Collaborated with clients using Agile sprints to ship design solutions aligned with business requirements.
- Implemented Framer Motion micro-interactions and motion design, boosting user engagement by 25%.
- Applied WCAG accessibility standards across all projects, ensuring inclusive and compliant UI design.

### Digital Experience Designer

2023

*Compass Relocation*

*Remote, Canada*

- Architected a 100+ page Wix Studio platform with scalable content structure and reusable UI components.
- Designed wireframes and high-fidelity mockups, translating complex relocation workflows into clear user flows.
- Implemented SEO-friendly navigation, increasing average session duration by 20% across regional pages.
- Maintained visual consistency via a structured design system, coordinating QA across 5+ stakeholder teams.
- Participated in user feedback sessions and iterated on designs based on usability findings.

### IT Support Specialist

Jun 2018 – Feb 2019

*AMWest Funding Corp.*

*Mexico*

- Diagnosed internal tool usability issues, applying UX principles to reduce recurring support tickets by 30%.
- Documented workflow improvements and communicated design guidance cross-functionally to 3 departments.

## SELECTED UX/UI PROJECTS

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### **BEYOND Skincare** | *Figma · Design System · High-Fidelity Prototyping · E-Commerce UX*

- Created a full design system, tokens, color palette, typography, component library, used across 30+ screens.
- Delivered high-fidelity Figma prototypes validated through 3 rounds of usability testing with target users.
- Designed responsive e-commerce UI with accessibility compliance, increasing prototype approval speed by 50%.

### **Beauty by Amy** | *UX/UI Design · React · Frontend Development · Conversion Optimization*

- Designed and developed a responsive beauty service site, improving booking flow discoverability by 35%.
- Built reusable React components and optimized navigation hierarchy based on competitive UX benchmarking.
- Implemented conversion-focused layout with clear CTAs, reducing bounce rate by an estimated 20%.

### **Mini-Pancake Co** | *UX/UI Design · React · Mobile-First · Component Architecture*

- Built a mobile-first food brand site with playful UI and clear content hierarchy across all breakpoints.
- Structured reusable component library reducing future content update time by 40%.

## TECHNICAL SKILLS

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**Frontend:** React 18, Vite 5, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Framer Motion

**State & Routing:** React Context API, React Router (HashRouter), localStorage, date-fns

**State, Routing & Data Handling:** React Context API, React Router (HashRouter), localStorage, date-fns

**Design Tools:** Figma, Adobe Creative Suite, Adobe XD, Sketch

**CMS:** WordPress, HubSpot, Webflow, Wix Studio

**Deployment:** Vercel, GitHub Pages, GitHub Actions, AWS (S3, CloudFront)

**AI & Integrations:** OpenAI, Anthropic Claude, LLM prompting, AI agent workflows, Stripe

**Dev Tools:** GitHub, VS Code, Chrome DevTools, Lucide React, Google Fonts

**UX Methods:** Wireframing, prototyping, usability testing, user flows, competitive analysis, design documentation, design handoff

## EDUCATION

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### **Post Graduate Diploma** | **Digital Design & Web Development**

*North Island College | Comox, Vallex. BC*

### **Bachelor's in Computer Science**

*UNIDEP | Mexico*

## CERTIFICATIONS & ADDITIONAL TRAINING

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Agile Software Development | LinkedIn Learning

Digital Marketing | SEMrush

TEFL Certificate | Washington, DC.