



# Mª Camila Baquero

UX/UI DESIGNER – GRAPHIC DESIGNER

UX/UI and graphic designer with over 7 years of experience, specialized in creating accessible and visually consistent digital products. I've worked in multidisciplinary teams for international companies, developing design systems, interactive prototypes, and user-centered content strategies.



## STUDIES

### Bachelor's Degree

Industrial Design

U Tadeo Lozano - Bogotá

Jan 2010 – Jul 2014

### Master's Degree

Graphic & Web Design

Universidad Europea - Spain

Sep 2017 – Jun 2018

### Bootcamp

UX / UI Design

Upgrade - Hub

Sep 2021 - Nov 2021

### Bootcamp

Design Systems

Figma.camp

Feb 2024 - Apr 2024



## EXPERIENCE

### INDITEX - ZARA

Content Manager - UI

Remote

Nov 2023 – May 2025

- Led the content design and publishing workflow for Zara's global marketing platforms, ensuring consistency across mobile, tablet, and desktop interfaces.
- Created and structured responsive content layouts in Figma, applying mobile-first principles, support for LTR/RTL languages, and strict adherence to accessibility guidelines (WCAG).
- Managed and configured digital assets using Zara's proprietary Content Manager, collaborating closely with developers and localization teams to meet deadlines and launch schedules.
- Worked cross-functionally with project managers, designers, and developers in agile environments, facilitating clear communication and task prioritization.
- Adapted and optimized multimedia assets (images and video) for performance, load time, and visual clarity across global markets.
- Maintained translation dictionaries and contributed to the localization of content for 30+ countries, improving user experience and market alignment.
- Identified and resolved technical and design-related issues efficiently, demonstrating flexibility in fast-paced and constantly evolving environments.
- Kept up to date with digital trends, UI frameworks, and accessibility tools, incorporating best practices into daily workflow.
- Implemented agile task management (Scrum/Kanban), regularly participating in sprint reviews, retrospectives, and planning sessions.
- Conducted pre-launch QA across devices, browsers, and screen sizes to ensure visual and functional integrity.
- Authored documentation to standardize internal content processes and improve knowledge sharing across the team.

### KUBUS

Graphic & UI Designer

Madrid, Spain

Jul 2022 – Nov 2023

- Designed and redesigned user interfaces for internal platforms, desktop tools, and mobile applications, improving usability and visual coherence across the product ecosystem.
- Developed wireframes, interactive prototypes, and mockups using Figma, facilitating iterative user feedback and stakeholder approval.
- Contributed to the UX process by aligning business goals with user needs, participating in planning meetings, and suggesting layout improvements based on usability principles.
- Produced diverse branded content: infographics, brochures, flyers, dossiers, event graphics, and roll-ups for digital and print distribution.
- Maintained strong communication with suppliers (printers, production teams, stand designers, etc.), ensuring alignment on formats, timelines, and quality standards.
- Created internal templates and marketing materials using PowerPoint, Office, and Canva, standardizing visual output across departments.
- Conceptualized and executed designs for physical and digital stands used at major trade fairs, collaborating with event teams for setup and logistics.
- Filmed and edited corporate videos and tutorial-style content for presentations and social media.
- Oversaw merchandising production, managing vendor relationships, asset approval, and quality control.

### The CT Engineering group

Graphic Designer

Madrid, Spain

Jul 2018 – Sep 2021

- Created visual materials (infographics, brochures, folders) for 5 international markets.
- Maintained direct communication with print vendors.
- Designed internal presentations, newsletters, and templates.
- Adapted internal web pages with visual and functional consistency.
- Designed physical and virtual stands for fairs and corporate events.
- Produced and edited internal and promotional videos.
- Managed merchandising providers and maintained the corporate product catalog.



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Madrid

## LANGUAGES



Español (Native)



English C1



Deutsch B1

## SKILLS



### UX-UI DESIGN

Figma  
Figma  
Miro  
Notion



### GRAPHIC DESIGN

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Canva



### WEB DESIGN

HTML  
CSS  
Javascript  
Wordpress



### VIDEO EDITION

After effects  
Premier Pro

## SOFT SKILLS

Autodidact  
Creative  
Team Work  
Empathy



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