



Keren Sagastume **UI/UX Designer**

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EXPERIENCE

FREELANCE GRAPHIC DESIGNER DECEMBER 2021 - CURRENT

- Created wireframes, prototypes, and user flows to optimize interactions and pathways.
- Conducted user interviews to inform and develop a clear, structured information architecture.
- Applied user-centered design to improve usability, accessibility, and site performance.

SEO UX DESIGN RESEARCH LAB INTERNSHIP UNIVERSITY OF NEVADA LAS VEGAS AUGUST 2023 - MAY 2024

- Conducted user research to inform design decisions and create intuitive interfaces.
- Developed personas, journey maps, and reports to align designs with user needs.
- Applied research insights to prototypes, improving functionality and user satisfaction.

GRAPHIC DESIGNER / WEB MANAGER BEYOND THOUGHT JOURNAL, LAS VEGAS JANUARY 2022 - MAY 2024

- Led UI/UX improvements for the journal's online platform.
- Designed promotional materials and managed web content.
- Designed graphics and promotional materials with marketing and event teams.

EDUCATION

**BACHELOR OF SCIENCE IN GRAPHIC DESIGN AND
MEDIA**
UNIVERSITY OF NEVADA LAS VEGAS
MAY 2024

BACHELOR OF ARTS IN ART
UNIVERSITY OF NEVADA LAS VEGAS
MAY 2024

ASSOCIATES OF ARTS
COLLEGE OF SOUTHERN NEVADA
MAY 2020

LOGISTICS ASSETS TEAM MEMBER

JANUARY - JUNE 2024

- Unified branding across print and digital, boosting engagement by 15% through cohesive design.
- Managed 10+ design projects, achieving 100% on-time delivery and boosting team productivity.
- Incorporated feedback to continuously improve design quality and user experience.

DESIGN TOOLS

- Photoshop
- XD
- Illustrator
- InDesign
- Figma
- Hotjar
- Sketch

LANGUAGES

ENGLISH
FLUENT

SPANISH
FLUENT

FRENCH
ELEMENTARY