

NATHALY CIFUENTES FRANCO

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SUMMARY

Creative and user-centered UX/UI Designer with a background in visual arts and fashion design. Experienced in designing intuitive digital interfaces, developing interactive prototypes, and crafting compelling visual narratives across web and mobile platforms. Strong foundation in graphic and digital design, with expertise in Figma, Adobe Creative Suite, and responsive design. Passionate about building immersive experiences that balance usability and aesthetics through thoughtful, research-driven design.

SKILLS

Design & Tools: Figma, Adobe XD (Photoshop, Illustrator, InDesign), Canva, Sketch, Procreate, Midjourney.

UX/UI: User Research, Wireframing, Prototyping, Usability Testing, AI, Accessibility

Dev Tools: HTML, CSS, JavaScript (basic), Trello, Slack, Miro, Notion.

EXPERIENCE

Kearsley (Luxury Linen Brand) — Feb 2025 – Present
UX/UI Designer • Shopify E-Commerce Redesign

- ✦ Led the full website redesign with a focus on clarity, conversion, and brand storytelling
- ✦ Reimagined homepage, product pages, and navigation to enhance user experience
- ✦ Built modular Shopify sections and integrated trade application features
- ✦ Designed branded email flows and marketing assets
- ✦ Streamlined e-commerce operations through QuickBooks, Klaviyo, and Zapier
- ✦ Maintained a cohesive luxury aesthetic across all digital touchpoints

Impact: By integrating trade tools, automations, and branded design, we reduced operational friction and elevated the customer journey across touchpoints.

Life Yessence Academy — Nov 2024 – Feb 2025
UX/UI Designer • Website, Admin & Branding Redesign

- ✦ Designed an immersive, intuitive interface that offered a unique digital experience aligned with the mindful ethos of a yoga academy
- ✦ Created user flows for onboarding, course access, and admin use
- ✦ Integrated booking and payment tools
- ✦ Designed high-fidelity mockups and prototypes in Figma
- ✦ Conducted usability testing and implemented feedback for iteration
- ✦ Led the full branding redesign, including logo development and

visual identity

- ✦ Designed immersive and interactive UI elements to elevate engagement and differentiate the site from conventional wellness platforms
- ✦ Used animations, parallax effects, and layered visuals to craft a unique and emotionally resonant digital experience

Impact: Users completed tasks up to 40% faster thanks to a streamlined, emotionally resonant design that improved clarity, reduced drop-off, and aligned with the Academy's mission.

Readable English Portal — October 2024
UX Designer • Learning Platform Redesign

- ✦ Restructured dashboard to support gamified reading activities for children
- ✦ Streamlined task flow for students, teachers, and parents
- ✦ Implemented progress tracking and phase-based content delivery
- ✦ Developed UI assets that supported visual hierarchy and engagement
- ✦ Created wireframes and prototypes in Figma
- ✦ Led user interviews and usability testing with educators and students
- ✦ Adopted a video game-inspired UX approach to make the learning journey more playful and rewarding
- ✦ Designed a colorful, visually engaging interface using bold shapes, animated characters, and modular layouts to keep young users motivated and focused

Impact: As a result, 96% of users stayed actively engaged and found the experience more enjoyable, motivating, and rewarding.

Freelance Designer — 2016 – Present
Graphic Design • Concept Development • Illustration

- ✦ Created visual assets, brand identities, and packaging for clients across fashion, wellness, and arts industries
- ✦ Delivered illustration work for print and digital use, including custom artwork, posters, and editorial layouts
- ✦ Collaborated with entrepreneurs and small brands to develop unique creative concepts and mood boards
- ✦ Designed promotional materials, digital ads, and social media content tailored to client aesthetics and target audiences

EDUCATION

Visual Media Production Certificate (In Progress)

• City College of San Francisco • Jan 2025 – Present
Emphasis on creative visual communication through graphic design, illustration, and user-centered web and app interfaces
Focus on, storytelling and multimedia production for digital platforms

UX/UI Certificate • UC Berkeley Extension • 2024
Design Thinking, Wireframing, User Testing, High-Fidelity Prototypes

Visual Arts & Digital Design • PI Art Center, NYC • 2017–2022
Focus in digital media, surface design, mixed media

B.A. Fashion Design & Marketing • Arturo Tejada Cano Fashion Academy, Bogotá, CO, 2012-2015