



# Amaranta Valtierra

User Experience & Visual Designer

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A designer with a strong knowledge of the design thinking process, brand identity development, and user-centered interfaces. She highlights communication, research, and problem-solving to find functional and exciting solutions that will be valued by the audience, while also meeting business objectives & deadlines.

## Education

Digital Design Diploma  
Vancouver Film School  
2017-2018

Commerce Degree  
De la Salle University  
2000-2004

## Technical Skills

### Ux/UI Designer

- User research
- Defining and Ideation
- User testing
- Prototyping

### Digital Designer

- 2D Illustrations
- Visual designs
- Graphic designs
- Motion graphics

## Soft Skills

User-centric Approach  
Design Thinking  
Problem-solving  
Communication  
Empathy  
Adaptability  
Flexibility

## Selected Projects

### [UX/UI Designer, IterateUX Design Challenge on Amazon Prime Video's App](#)

*Mar-Apr 2024*

- Collaborated with 3 designers on a 6-week UX Case Study project, utilizing Discord and Google Apps for communication.
- Designed a new e-commerce feature for Amazon Prime Video's app, focusing on the customer user journey from discovery to purchases.
- Implemented design thinking processes throughout project stages
- Delivered a high-fidelity prototype using Figma, Photoshop, and Illustrator
- Presented a live-stream presentation for the IterateUX community at project completion.

### Motion Graphic Designer, "Bees aren't just bees"

*Dec 2023 - March 2024*

- Created a 10-second explanatory video highlighting the critical role of bees in preserving Earth's health.
- Developed storyboarded, curated assets, where I utilized Illustrator and After Effects to combine **2D design, animations, and visual effects, showcasing creativity and storytelling.**
- Demonstrated expertise in motion graphics principles through techniques such as camera movements, puppet tools, animated typography, and text reveals and implemented smooth transitions and parallax effects to enhance visual appeal and user experience.

### [UX/UI Designer, IterateUX Design Challenge on Duolingo's App](#)

*Aug-Sept 2023*

- Collaborated with a diverse team of four designers on a 5-week UX Case Study project, using Notion, Discord and Google Apps for communication.
- Designed a new prototype for a language learning app for Duolingo, focusing on enhancing conversation skills and cultural immersion.
- **Conducted user research, competitive analysis, and interviews to inform design decisions. Designed the solution, base on HMW and problem statement.** Utilized tools such as Figma, Photoshop, and Illustrator for **wireframes, high-fidelity prototyping and final case study layout.**

## Tools

Photoshop  
Illustrator  
InDesign  
Figma  
HTML/CSS  
Word Press

Miro  
Slack  
Notion  
Google Apps

After Effects  
Cinema 4D  
Lightroom  
Dragonframe

Constant Contact  
Google Analytics  
MS Office

## Languages

English (Bilingual proficiency)  
Spanish (Native)

## Brand Designer on Eden Art Gallery

*May-Sep 2023*

- Crafted a distinctive brand identity for an Art Gallery, emphasizing the appreciation of art and nature's beauty.
- Demonstrated the ability to design a cohesive visual identity system across various platforms and marketing materials.
- **Delivered the logo, tag line, iconography, typography, way-finding mockups, visual design, and homepage layout, implementing intuitive and seamless user interactions, using lines, shapes, color, textures, types, space and images.**

## Work Experience

### Freelance Digital Designer

*Jan 2019 - present*

- Developed several projects while continuously growing through UX/UI design workshops, courses, and volunteering.
- Created visual content for breast cancer awareness month for Dense Breast Canada, including videos, graphics, and infographics for social media.
- Designed cohesive brand identities for clients, idelivering logos desings, iconography, and marketing assets.

### Digital Designer at Dense Breast Canada (volunteer)

*Jul-Dec 2018*

- Worked with the marketing team to create visual content for breast cancer awareness month, including informative video presentation, photo edition, graphics, and infographics for social media platforms. Met the tight deadlines with quality and prioritized the project's goals.

### Customer Service Representative at YWCA

*Jul 2016 - Jun 2018*

- Ensured seamless communication across departments, addressed inquiries from guests, travel agents, and various channels with a proactive and effective approach.

### Reservations Agent at Hilton Garden Inn

*Mar 2014 - Jun 2016*

- Achieved monthly targets successfully, up-sold, and secured repeat business through individual and corporate reservations as a dynamic marketing agent.