

Joseline Interiano | Junior UX UI Designer

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🌐 [LinkedIn](#)

🌐 [Portfolio](#)

Hi! I'm Joseline Interiano, driven by blending creativity, problem-solving, and user-centered design to create impactful digital experiences. After exploring various paths, I've transitioned into UX/UI design to combine my analytical mindset with creativity to build intuitive, user-friendly solutions.

At Apps Factory in 2024, I collaborated with cross-functional teams on product strategy, roadmap planning, and UX optimization, gaining hands-on experience in research, wireframing, and iteration. I thrive in agile environments, transforming challenges into sleek, user-centered designs.

For me, UX/UI design is about understanding users, solving problems, and crafting seamless interactions that align with business goals. Let's create exceptional experiences together!

Technical ability

UX/UI Design (Wireframes, Prototypes, User Testing), **Tools:** Figma, Adobe XD, Sketch, Miro, Notion, **Digital Accessibility** (WCAG, ARIA), **Methodologies:** Design Thinking, Agile, Lean UX, Scrum, Scalable Design System Development, User Research & Usability Testing, UI Animation & Microinteractions, **Frontend Collaboration** (Basic knowledge of HTML, CSS, JavaScript), **Information Architecture & Interaction Design**, A/B Testing & Conversion Rate Optimization, **Strong Problem-Solving & Adaptability**, Teamwork and Effective Communication,

Experiences

Freelance junior UX/UI Designer

february 2024 - Present

- Designed user-centered interfaces for various projects.
- Created wireframes, prototypes, and visual designs.
- Implemented accessibility principles in digital design.
- Conducted user testing and improved digital experiences.
- Applied Agile methodologies and Design Thinking.

Junior Product Designer

March to August 2024 | Apps Factory

Collaborated on the led the product development and strategy for the **Xibarri App**, ensuring alignment with business goals and user needs. Managed the product roadmap, prioritizing features and coordinating cross-functional teams. Facilitated Agile methodologies as a Scrum Master, overseeing sprints and backlog management. Conducted market and user research to drive data-informed decisions. Collaborated with UX/UI designers to enhance user experience and led the integration of an external API, improving real-time data processing.

Key Contributions:

- Defined the product strategy and roadmap.
- Coordinated teams and prioritized features.
- Implemented Agile methodologies to optimize processes.
- Conducted user research to improve usability.
- Led API integration to enhance functionality.

Speaker at Biocultura

may 2023 | Herbolario Navarro

Led a workshop on natural sports supplementation at the Biocultura 2025 fair for an audience of over 30 participants. Explained the benefits and applications of supplementation for athletic performance. Engaged with attendees and answered questions on nutrition and well-being.

Educations

2023 | UpgradeHub | UX/UI Design

- User-centered design methodologies.
- Tools such as Figma, Adobe XD, and prototyping.
- Accessibility and usability principles.
- Development of scalable design systems.
- Completion of a Design Sprint.
- Final project: TimeGuruIA, an AI-powered scheduling app.

Languages

- Spanish (Native)
- Catalan (Fluent)
- English (B2)