**NATASHA PUENTE**  
User Experience, Web Designer and Digital Marketer

I have 7 years of experience in web design, content creation, and digital marketing, with a recent focus on UX/UI design. I completed a 7-month bootcamp to further develop my skills in this area, including expertise in user research, wireframing, and prototyping. My skills include:

* User research: I'm passionate about understanding users to create better content and websites.
* Wireframing and prototyping: I love taking ideas and turning them into tangible concepts using Figma.
* WordPress and Elementor: I'm proficient in building websites from scratch or using templates.
* Content strategy: I can create and implement strategies that increase engagement and conversion rates.
* SEO: I'm currently learning to expand my skillset and help drive traffic to websites.

Achievements

* I was invited to join LinkedIn's Creators program due to my ability to consistently create viral content through understanding my user.
* I grew my social media following to over 1 million followers, now monetized and a constant source of income.
* I had the opportunity to conduct live workshops on content creation for university students in the Philippines, sharing my knowledge and helping them to improve their skills.

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| Contact  0466 055 704  [me@holasoynatasha.com](mailto:me@holasoynatasha.com)  [portfolio.holasoynatasha.com](https://portfolio.holasoynatasha.com/)  Education  **UX/UI Design Bootcamp — Academy Xi, Australia** Bachelor's Degree in Digital Communication — Universidad Tecnológica Latinoamericana en Línea, Mexico1 year Graphic Design Course — Universidad del Valle de Mexico Skills  Tools   * Figma * Canva * Miro * Photoshop * Illustrator * WordPress * Elementor * Chat GPT   Design   * Design Thinking * User Research * Lead Magnets * Wireframing * Prototyping   Learning   * HTML * CSS * Webflow * SEO | Experience  **Web Designer, Marketing Strategist, Content Creator** Freelancer, Worldwide  *January 2016 — Present*   * Built websites using WordPress and Elementor, mostly from scratch, by using templates when necessary. * Taught companies in Mexico how to use LinkedIn as a sales tool by providing private consulting. * Collaborated with clients and stakeholders to understand their needs, designed proposals, and managed expectations by being in constant communication and delivering on time. * Managed social media for small businesses, creating content using Canva, Photoshop, and Premiere Pro. * Generated leads for small businesses through Facebook, utilizing custom landing pages. * Conducted B2B lead generation using LinkedIn, crafting personalized messages and directly engaging prospects.   **UX Designer, Digital Interface Design, Website Development and Content Marketing Strategist - Hola, soy Natasha**  Own project  *April 2022 — Present*   * Conducted in-depth research on individuals interested in becoming digital nomads, including creating personas and customer journey maps to identify their needs and pain points. * Developed an effective content marketing strategy that leveraged research insights to create educational and engaging content for over 1,000,000 social media followers. * Used Canva and Elementor to create a custom-made social media landing page, resulting in a significant increase in monthly newsletter subscribers from 100 to over 2,000, as well as development of content and lead magnets. * Performed user research and utilized Elementor to redesign my website, resulting in an impressive increase in website visits from 100 to 12,000.   *Note: All of these achievements were accomplished by utilizing research-based insights to inform and guide design, content, and marketing decisions.* |

**Content Creator, Video Content Creation – Educonnecting Agency**Remote, Australia   
*April 2022 — March 2023*

* Identified pain points of Latin American students who want to study English in Australia by creating a customer journey.
* Generated viral videos by using steps on the customer journey.
* Created engaging viral videos by writing social trend using CapCut and Premiere Pro.
* Grew TikTok account from 0 to 100,000 followers in 8 months, bringing in approximately 300 daily organic leads.
* Worked with a cross-functional team to create content that would help improve the company's SEO.

**Content Strategist, Video Content Creation – University Utel**Remote, Mexico*August 2021 – August 2022*

* Led the remote content creation team for an international university, coordinating content calendars across platforms.
* Developed video content strategies for TikTok and Instagram to engage students and promote events or webinars for online students or people interested in studying at an online university.
* Created engaging viral videos by writing social trend using CapCut and Premiere Pro.
* Collaborated with Media Buyers to analyze high-performing landing pages for lead generation, identifying optimization opportunities.
* Grew TikTok following to over 100,000 in 3 months by analyzing user behavior and crafting targeted content strategies.
* Reduced lead costs by examining high-performing videos and creating similar content to boost engagement and lead generation.

**E-commerce Manager and Co-founder - The Gadget Warehouse and Handy Shop  
Remote, United Kingdom and Australia***April 2022 – December 2022*

* Co-founded and managed two e-commerce stores The Gadget Warehouse serving the UK market and Handy Shop serving the Australian market, collaborating with a team of four people.
* Built and set up both stores on Shopify, handling inventory management and product listings.
* Capitalized on the pandemic's demand for face masks, selling them on both stores and promoting them through Facebook advertising campaigns.
* Utilized various tools to identify in-demand products that people were searching for online, sourced them from Aliexpress, and created targeted landing pages to effectively sell these products to our specific market.
* Crafted eye-catching images and engaging ad copy for social media advertisements, driving sales and increasing brand visibility.
* Implemented a dropshipping model for The Gadget Warehouse, working with a UK-based contact responsible for shipping, while managing inventory and collaborating with the Australian team handling shipping for Handy Shop.

**User Experience (UX) Designer and Digital Interface Design – Kupuri**Remote, Australia – 10-week project  
*April 2021*

* Conducted user interviews and created a survey to understand the physical and mental help-seeking behaviors of Mexican women affected by gender-based violence. •
* Analyzed research data to identify reasons why women don't seek help and determine specific challenges that prevent them from accessing care.
* Created a persona and customer journey map to better understand the user's fears, goals, and frustrations.
* Designed wireframes, a high-fidelity prototype, and an information architecture for an app that addresses the pain points identified during user research and provides a safe and accessible platform for women to easily access help.
* Conducted usability testing and made necessary changes to improve the app's accessibility and functionality.

**User Experience (UX) Designer and Digital Interface Design - MediGO Sleep**Remote, Australia – 6-week sprint  
*December 2022*

* Assisted in conducting user interviews and performing secondary research to gather information on the needs of individuals likely to have sleep apnea by participating in user interviews, analysing, and synthetizing research data.
* Created customer journey maps using Canva to address identified needs by mapping out the steps and touchpoints in the customer's experience and identifying pain points.
* Created wireframes and a high-fidelity dashboard prototype using Figma, offering pre and post-treatment information and support services.

**User Experience (UX) Designer and Digital Interface Design - EbonFx**Remote, Australia – 6-week sprint  
*October 2022*

* Gathered information on the needs and pain points of small and medium enterprises when sending money overseas by conducting secondary research.
* Designed an app that facilitates international wire transfers, addressing the need for cost-effectiveness, efficiency and security by creating wireframes and a high-fidelity prototype on Figma.
* Improved user experience and made the app a reliable solution for overseas fund transfers by refining the prototype according to user testing feedback.