



JOHANNA VARGAS SANCHEZ

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Portfolio: <http://johanna-vargas.com>
<https://www.behance.net/JohannaV>

Passion for understanding problems and creating products that solve them, visual communication, and integrated design.

Discovery process, conception, delivery and teams mentoring.

PROFILE

Fields of expertise

- User Experience and User Interface Design & Research
- Entrepreneurship
- Graphic Design
- Digital Products
- Print Media
- Corporate Identity Design

Skills

- UX/UI Design
- Coaching - Mentoring
- Design Thinking
- Conception and development of ideas
- Agile Development Methods
- Product Discover
- Problem-solving
- Analysis and research of the current market
- Project Management
- Development of Personas, User Journeys, Sitemaps, Workflow Analysis
- Product Test, User Interviews
- Wire Frames, High Fidelity Prototyping
- Communication with external and internal Stakeholders
- Presentation

PROFESIONAL EXPERIENCE

March 2022 - December 2024

Role: **User Experience Designer, Project, and researcher assistant**

Company: Nordhausen University of Applied Sciences // Nordhausen, Germany

Responsible for User Experience Design, coaching Teams, development of FahrGrün Project, collaborations with Harz Startups Project, as well as EXIST-Women project.

February - June 2022

Role: **User Experience Designer**

Company: edu-sharing.net e.V.

Responsible for User Experience research, usability tests, and creation of user flows till the design of the Interface of digital products.

August 2021

Role: **User Experience / User Interface Designer**

Client: FLIYACTS GmbH // Jena, Germany

Responsible for conceptualization and Interface Design of digital products.

March - July 2021

Role: **User Experience / User Interface Designer**

Client: Aturis // Nordhausen, Germany

Responsible for User Experience research, usability tests, and creation of user flows till the design of the Interface of digital products.

November 2017 - August 2020

Role: **Graphic Designer Print and Digital**

Company: Landsiedel - Mueller - Flammeyer GmbH // Nordhausen, Germany

Responsible for the creation, production, and project management of multiple print and digital products, including websites, catalogs, yearbooks, or advertising materials for different corporate clients.

Worked as the contact point with the client, delivering under tight budgets and deadlines.

January - July 2017

Role: **Infographic Designer**

Client: Smava Berlin GmbH // Freelance // Berlin, Germany

Developed concepts, design, and layout of static and interactive infographics to be used in marketing and social media channels for promoting the company's service.

Worked closely in a cross-team collaboration between marketing managers and developers.

November 2014 - September 2017

Role: **Graphic Designer**

Company: Bloomy Days // Berlin, Germany

Managed the design and production of multiple print and digital products, for online and offline marketing.

Co-created and planned different product concepts and marketing campaigns in order to develop and position the brand.

March - November 2015

Role: **Editorial Graphic Designer**

Client: Ueberreuter Editorial GmbH // Freelance // Berlin, Germany

Graphic and Layouts Design for the Book: „Geteilte Ansichten“ Ueberreuter Editorial GmbH 2015

June 2013 - July 2013

Role: **Graphic Designer**

Company: TrendOne // Berlin, Germany

Language school language internship.

Supported the team in the development and maintenance of graphics.

Researched future trend development.

January 2012 - October 2012

Role: **Online Marketing Graphic Designer, Screen Designer**

Company: Drop Gifts GmbH // Berlin, Germany

Created digital projects that supported the different company's teams (sales, product, marketing).

Designed different graphic materials including interface design for websites, landing pages, newsletters, or home screens as well as digital illustrations for social media posts and promotion.

2010 - 2011

Role: **Graphic Designer**

Client: ArtLab Studio // Freelance // Berlin, Germany

Created digital graphics and illustrations for exhibition stands.

2006 - 2007

Role: **Art History Teacher**

Company: Photography-College CUNA // Costa Rica

Delivered art history lectures for photography students and collaborated with them to develop concepts and create exhibitions of their work.

FORMAL EDUCATION

2007 - 2009

Master of Arts in Integrated Design

Institution: Anhalt University (FH) // Dessau, Germany

2001 - 2007

Bachelor of Arts and Visual Communication

Institution: Universidad Nacional // Heredia, Costa Rica //

CERTIFICATES

July 2024

Mobile UX Design: The Beginner's Guide

Institution: Interaction Design Foundation

April 2024

AI for Designers

Institution: Interaction Design Foundation

December 2023

UX Management: Strategy and Tactics

Institution: Interaction Design Foundation

October 2023

Agile Methods for UX Design

Institution: Interaction Design Foundation

September 2020 - Februar 2021

User Experience Design Program

Institution: CareerFoundry // Berlin, Germany

Project-based UX Design training program with a focus on the iteration process, and research methods including user-centered design, mobile-first, and accessibility principles.

LANGUAGES

Spanish (native)

German: B2+ (telc - certification) 2013

Institution: Wippa GmbH // Schottstr. 6, 10365 Berlin, Germany

English: ETS TOEFL (Test of English as a Foreign Language) 2007 // Paper-based test // Total score: 590

Institution: Centro Cultural Costarricense Norteamericano // San José Costa Rica

COMPUTER SKILLS

Design Software: Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Adobe XD, Figma

Other: Miro, Jira, Confluence, Trello, Slack, Microsoft Programs, Windows and Mac Operating Systems