



INNOVATION &  
DESIGN ENGINEER  
DATA SCIENTIST

Valeria

MADRIGAL CAMACHO

## CONTACT

+ 52 33 1608 2960

valeria.mc.design@gmail.com

Guadalajara, Mexico

## PROFESSIONAL PROFILE

Passionate UX Design student with a background in Innovation & Design Engineering, specializing in **user-centered design**, research, and prototyping. Skilled in creating **intuitive, data-driven digital experiences** that enhance user interactions and business outcomes.

I have worked on UX-focused projects, including **redesigning academic programs** based on student journey research and data analysis to improve usability and engagement. Experienced in **wireframing, prototyping, and usability testing**, with a strong foundation in **data analysis** and business tools like **Microsoft Excel**. Thrives in collaborative environments, values user research, and is eager to learn from industry experts.

Excited to bring my **problem-solving mindset**, creativity, and analytical skills to your **UX team** and contribute to meaningful enterprise solutions that drive user satisfaction and business success.

## EDUCATION

Bachelor's Degree in Innovation & Design Engineering with a Specialization in **Data Science**

Universidad Panamericana (Expected Graduation: December 2025)

### Specialization Courses

Graphic Design  
CAAV (2018)

Technical Degree in Marketing  
Certificate in "Business" Apex Technical School Program (2017 - 2019)

## SOFTWARE

- **UX/UI:** Figma (**Wireframing, Prototyping**), Canva, Usability Testing, User Research
- **Data & Business Tools:** Microsoft Excel, PowerPoint, Word
- **Graphic & Visual Design:** Adobe Photoshop, Illustrator, Premiere
- **3D & Product Design:** SolidWorks, Rhino

## LANGUAGES

Spanish - Native

Portuguese - Intermediate

English - Advanced

French - Beginner

## UX DESIGN PROJECTS & ACHIEVEMENTS

### UX DESIGN PROJECT | QPS – AI Sleeping Tracker (2025)

- Designed a **wearable sleep-tracking band** and **mobile app** to improve sleep quality with AI-driven insights.
- Conducted **user research** to identify pain points in existing sleep apps, focusing on usability and actionable recommendations.
- Developed an **intuitive digital interface** that syncs sleep data with users' calendars for **personalized sleep strategies**.
- Applied **system thinking** to ensure seamless integration between the wearable, app, and AI functionalities.

### UX DESIGN PROJECT | Universidad Panamericana (2024)

- **Redesigned the Innovation & Design Engineering program** to improve student experience, focusing on **usability and engagement**.
- Conducted **student journey mapping** and surveys to identify pain points.
- Proposed structural changes that enhanced clarity, leading to **higher student retention and program satisfaction**.

### Best Project Award in 3D Printing with Biodegradable Materials (2024) Digital Manufacturing, Universidad Panamericana.

- Developed **eco-friendly prototypes** for sustainable product applications.

### Best Project Award for Alarm Clock for Deaf Users (2019)

Universidad Panamericana.

- Designed an **inclusive product** tailored for users with hearing impairments, recognized for its **user-friendly design**.

## WORK EXPERIENCE

### SUSTAINABILITY PROJECT DESIGNER & MANUFACTURER | LABORATORIO DE RECICLAJE DE ZAPOPAN (LARZ) (2023)

- Designed and developed **eco-friendly products** with a **user-centered product** solutions for schools and community associations, applying **usability testing** and **prototyping techniques** to enhance functionality and accessibility.

### GRAPHIC DESIGN INTERN | COPARMEX (2019-2020)

- Designed branding and promotional materials for the **Entrepreneurship Olympics**, increasing event attendance by **20%**.
- Led **advertising campaigns and video content creation**, boosting engagement across social media platforms.
- Coordinated with business executives to secure sponsorships and marketing opportunities.

## EXTRACURRICULAR ACTIVITIES

Member of the Universidad Panamericana dance team, excelling in cultural and competitive performances.

## PORTFOLIO

<https://www.valeriasportfolio.com/>