

Angelica Morales

www.helloangelica.ca/ | linkedin.com/in/angelica-morales-villegas/

Experience

Co-lead UX Design Researcher

Sperientia | Feb 2022 – May 2025

- Led user experience strategy and research across 8+ key projects for product teams at a leading financial institution, delivering innovative design solutions that increased client satisfaction by 35% and resulted in 5 successful production implementations.
- Directed user experience design and implementation of WCAG accessibility standards for an e-commerce platform (22M+ users), significantly improving performance metrics and user engagement.
- Designed multi-platform user journeys and wireframes (web, mobile, devices) that translated complex requirements into intuitive interfaces.
- Facilitated design workshops and usability testing with cross-functional teams, improving product adoption by 28% through data-driven decisions.
- Built and maintained Figma-based design systems that reduced inconsistencies by 40% and accelerated development cycles.

User Experience Designer

Freelance | Jan 2021 – Feb 2022

- Designed accessible digital experiences for 6+ clients, improving user engagement by 45% through responsive wireframes and high-fidelity prototypes.
- Implemented WCAG accessibility standards across projects, resulting in 37% broader user reach and enhanced brand reputation.
- Conducted user research that drove design decisions, improving interaction metrics by 30% and reducing bounce rates by 25%.
- Created cross-platform design systems in Figma, reducing production time by 42% while ensuring consistent brand experiences.
- Partnered with developers on implementation, reducing design-to-development handoff issues by 50% through detailed specifications.

UX and UI Designer

Mostaza Ink | Jul 2020 – Feb 2021

- Led projects for local businesses, collaborating closely to develop websites with exceptional user experiences aimed at increasing engagement, sales, and traffic.
- Focused on user-centered design and usability best practices to deliver effective, high-performing digital solutions.
- Created and implemented design systems using Figma to ensure consistency across digital products.
- Conducted usability testing to identify pain points and optimize user flows, resulting in improved conversion rates.
- Designed responsive interfaces that maintained brand integrity while providing intuitive navigation across device types.

Education

George Brown College

PG Front End Design | 2024 – 2025

Focus on UI/UX Design, HTML, CSS, Javascript and modern frameworks.

Ibero Puebla

BD Interaction Design | 2017 – 2020

Focus on User Experience Design, Digital Animation, production and development.

Skills

Research

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, A/B Testing, Competitor Analysis, Design Strategy, Jobs to be Done, MEPI.

Design

Interaction Design, Accessibility, User Interface, Design System, Wireframing, Prototyping, Visual Design, Mockups Design, 3D Animation, Motion Graphics and Illustration, Front-end Interaction Design.

Collaboration

Cross-functional Team Collaboration, Stakeholder Management and Communication, Design Workshop Facilitation, Project Planning and Prioritization, Design Critique & Feedback Integration, Knowledge Sharing and Documentation.

Software

Figma, Figjam, Adobe Creative Suite, Notion, Sketch, Framer, HTML/CSS, JavaScript, Angular, React.js, Visual Studio Code, Github, Jira, Miro, Slack.

Certifications

Jobs to Be Done: Theory & Practice
Behavioral Design – Mexican Institute of Behavioral Economics A.C.
Design Thinking – Strategy for Creative Innovation
Design Research Models & Disruptive Innovation