

Tiare Zarate

MULTIDISCIPLINARY DESIGNER · UX/UI | Visual & Digital Design | Branding
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PROFESSIONAL SUMMARY

Multidisciplinary Designer with 6+ years of experience across UX/UI, Product, Visual, and Brand Design within technology-driven and creative environments. Comfortable moving fluidly between disciplines: translating user and business needs into user flows, wireframes, prototypes, and UI design, while also owning visual identity, digital content, and brand communication end to end. Strong track record collaborating with product managers, developers, QA teams, clients, and stakeholders across the full product lifecycle. Currently working as an independent designer, supporting clients across UX/UI, branding, and digital content, and open to a full-time multidisciplinary design role.

CORE EXPERTISE

UX/UI & Product Design: User Flows · Wireframing (Lo-Fi & Hi-Fi) · Prototyping · UI Design · Interaction Design · Design Systems · Responsive Design · Usability

Visual & Digital Design: Visual Design · Branding & Corporate Identity · Editorial Design · Social Media Design · Illustration · Photography

Collaboration: Cross-functional Collaboration · Client & Stakeholder Communication · Design Reviews · Developer Handoff

DESIGN TOOLS

UI/UX & Product: Figma · Adobe XD · Sketch · Zeplin

Visual Design: Illustrator · Photoshop · InDesign · Lightroom Classic

Motion & Video: After Effects · Premiere Pro

Digital & Collaboration: WordPress · Trello · Canva · Envato

AI & Generative Tools: Claude · ChatGPT · DALL·E · Canva AI · Envato GenAI · Sora · ElevenLabs

PROFESSIONAL EXPERIENCE

Freelance — Digital & Multidisciplinary Designer

July 2019 – Present | Full-time focus since April 2026 · concurrent with full-time employment 2019–2026

- Partner directly with independent clients and small businesses to design end-to-end digital and visual identities, from brand concept to final UI.
- Design low- and high-fidelity wireframes, prototypes, and UI for web and mobile interfaces based on client goals and target users.
- Create corporate visual assets (logos, swag, flyers, and marketing collateral) ensuring consistent brand identity across touchpoints.
- Designed and built an informative website with e-commerce objectives from scratch, covering structure, visual design, and content.
- Manage projects independently end to end, translating client requirements into clear digital interfaces, iconography, and visual assets.

Blue Trail Software — Multidisciplinary Designer (UX/UI, Visual & Digital Content)

November 2019 – April 2026 | Remotely & on site

UX/UI & Product Design

- Designed digital experiences and user-centered interfaces focused on usability, clarity, and consistent interaction patterns.
- Created low- and high-fidelity wireframes, user flows, prototypes, and UI designs based on user research, business requirements, and client needs.
- Designed and refined UI components following Design System guidelines, contributing new components and variables to support the system's evolution.
- Collaborated closely with Product Managers, Project Managers, Senior UX/UI Designers, developers, QA, clients, and stakeholders across the full product development cycle.
- Designed responsive experiences for web and mobile environments.

Selected UX/UI Projects

- **Collaborative Learning Platform (CMS for teachers & students):** contributed new user flows to an existing application to improve usability, extended the product's Design System with new components and variables, and collaborated cross-functionally with Product, Design, Development, and stakeholder teams.
- **Automotive Company Platform:** created high-fidelity wireframes based on user research and client requirements, working directly with developers throughout the design process.
- **Mobile Social Media App:** led the redesign of the application based on customer requirements, delivering high-fidelity wireframes and prototypes in close collaboration with the client.
- **Social Intelligence Platform (audience & influencer analysis):** redesigned the application based on prior UX research findings.

Social Media & Content Design

- Led content creation as part of the social media and design team, developing visual content strategies for corporate social platforms.
- Created digital content while maintaining a cohesive brand narrative and visual identity.
- Leveraged AI tools to support ideation, content creation, and digital workflows.
- Collaborated on social media strategy, content planning, and visual communication.

Corporate & Visual Design

- Created and managed corporate visual assets, including company swag, logos, flyers, infographics, document templates, and marketing materials.
- Designed and edited the company's monthly newsletter, applying graphic and editorial design principles to corporate communications.
- Maintained visual consistency across internal and external corporate materials.

ADDITIONAL EXPERIENCE

3NP Grupo Arquitectura y Diseño — Junior Digital Graphic Designer

May 2019 – November 2019

- Created digital and social media content, editorial designs, company swag, logos, flyers, and visual assets.
- Edited and produced product photography, and created UI wireframes and prototypes for digital products.
- Created an informative website from scratch and worked with Illustrator, Photoshop, Lightroom, InDesign, and WordPress.

EDUCATION

Digital Graphic Design

Universidad Interamericana para el Desarrollo (UNID) — Tepatitlán de Morelos, México | 2017 – 2020

COURSES & CERTIFICATIONS

- Design System — UXChristopher
- UX/UI Design + Figma — Udemy
- UX/UI Design Mentoring — Blue Trail Software
- UI Design: Visual Design & Interface Design with Figma — Udemy
- Sketch — Crehana
- Content Marketing for Social Media — Domestika
- Adobe Photoshop — Domestika

LANGUAGES

Spanish: Native | English: Intermediate