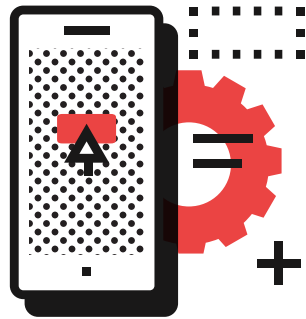


Hi, I'm Kemie

and I'd love to work with you!



I like design



I like creating great user experiences

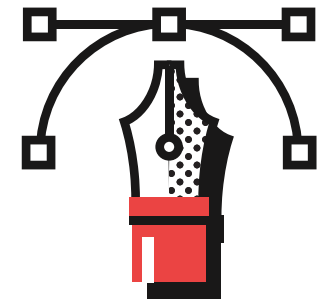
I know the ins and outs of **UX Design**, from research to finished product.

My design puts the user first, keeping **business goals** in focus.



I like making brands engaging

I love creating and evolving brands, developing design systems and styleguides that create a **visual language** and a unified experience.



I love the little details

I know how to use color, typography and imagery to create **impact** that will engage and guide the audience.

I've been designing for 20+ years

1999



**Communication
& Design**

Universidad
Iberoamericana

2000



**Director of Web
Design**

Euro RSCG México

2004-2011



**Web design, illustration &
front-end coding**

Freelance

2012



HCI Diploma

Stanford University

2012-2017



**UI, web design &
branding**

Freelance

2017



**UX & Design
Lead**

Precisely
Contracts

2021



UX Upskill

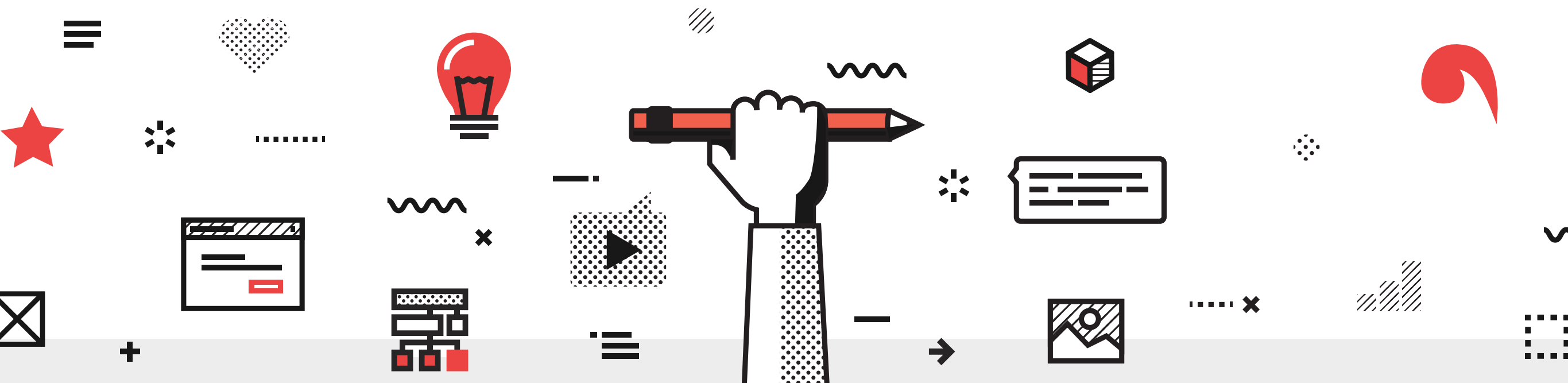
Hyperisland



Consulting

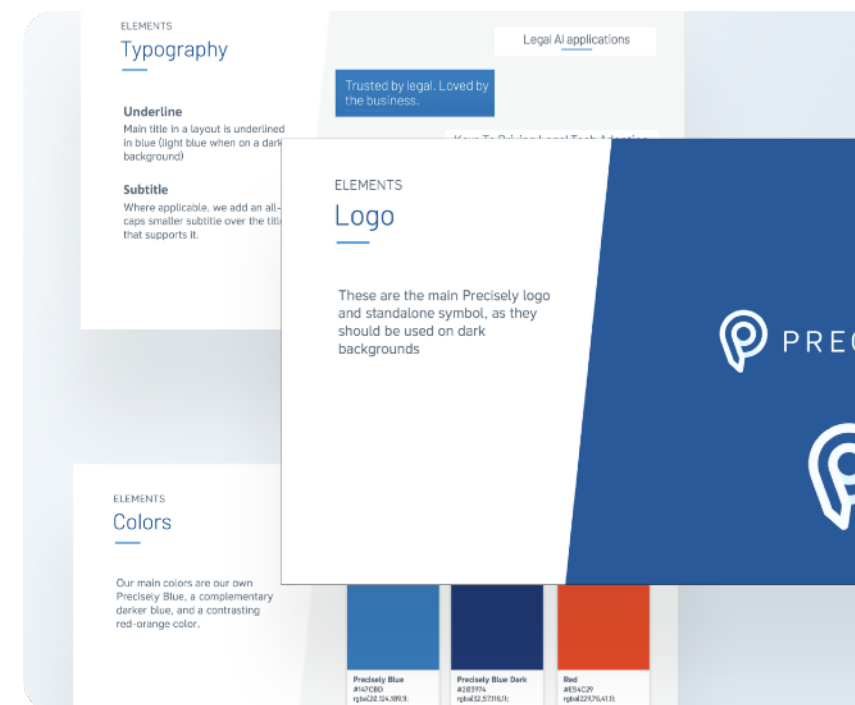
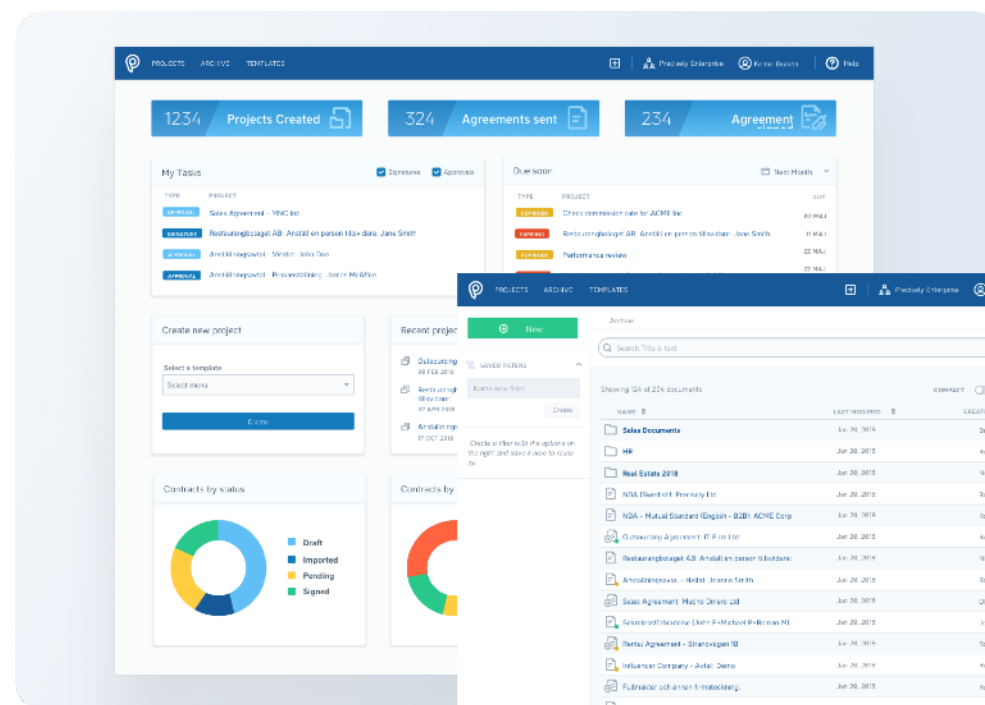
EC Solutions +
more

Some cool stuff I've designed



Precisely

As a Design Lead, I played a key role in our success in the B2B SaaS contract lifecycle management sector. I achieved this by creating a **cohesive visual brand strategy**, enhancing **product features**, implementing a **design system**, and developing compelling **marketing materials**. These efforts significantly contributed to securing funding and advancing Precisely's growth.



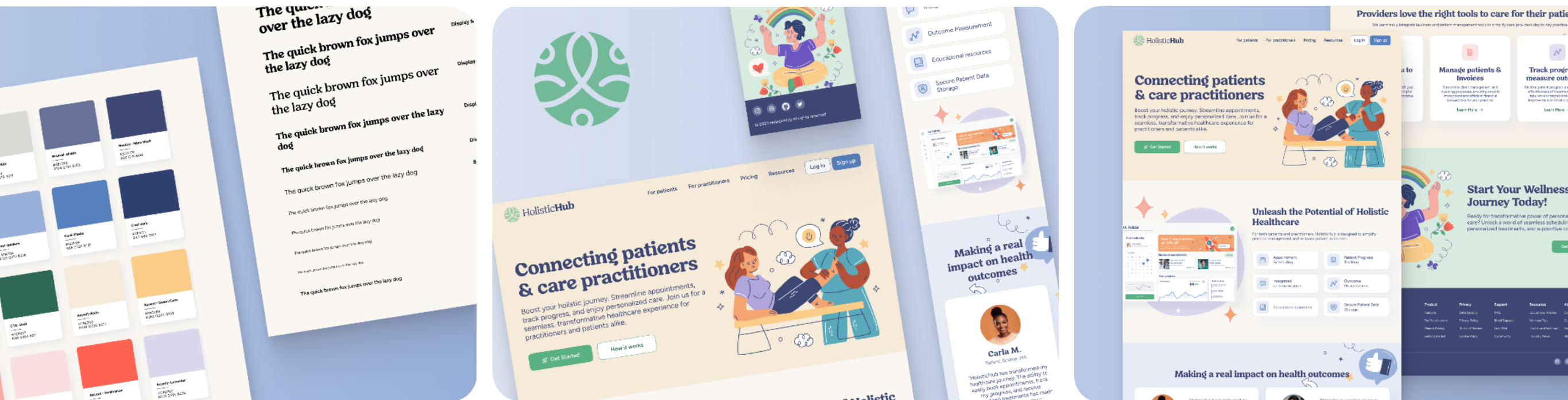
Dirma

Dirma operates as a direct marketing platform, directing profits towards sports clubs and non-profit associations. Commencing as an early-stage bootstrapped startup we worked to establish a user-friendly platform that enhances value for users, clients, and owners. My contributions encompassed **user research**, **wireframes**, overseeing **visual design**, refining **branding**, and executing **marketing design** strategies.



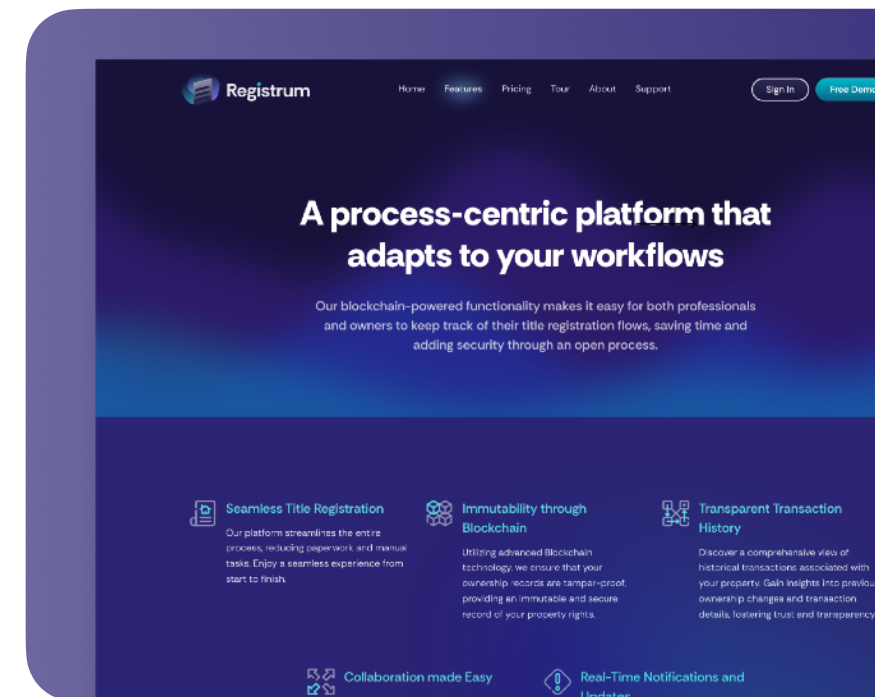
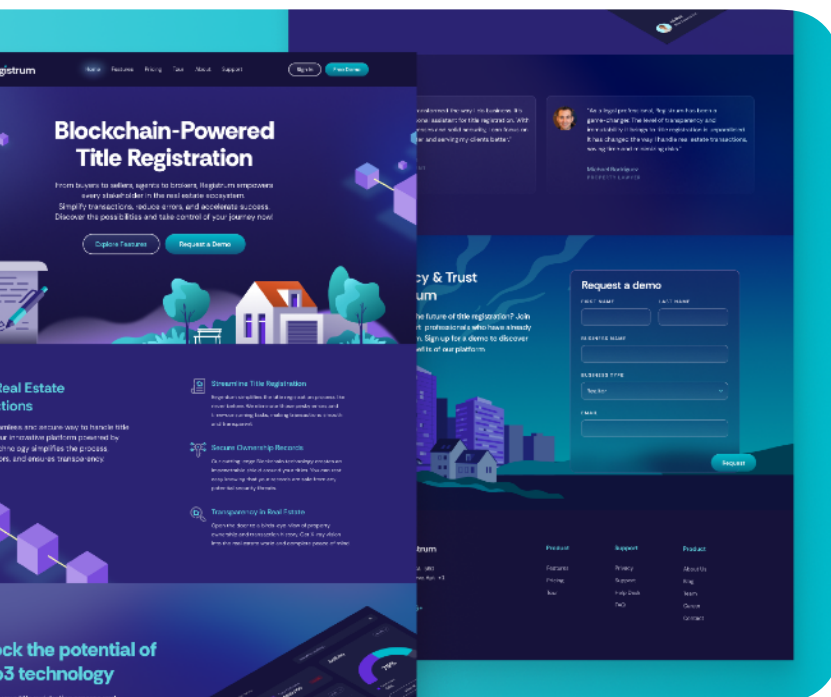
HolisticHub

At HolisticHub, I played a key role in overcoming the challenge of standing out in a competitive healthcare market to establish a unique online platform connecting alternative healthcare providers with potential customers. I contributed to crafting a user-friendly website that prioritized a personal, warm, and informative experience by **understanding user needs, prototyping, and refining the visual brand.**



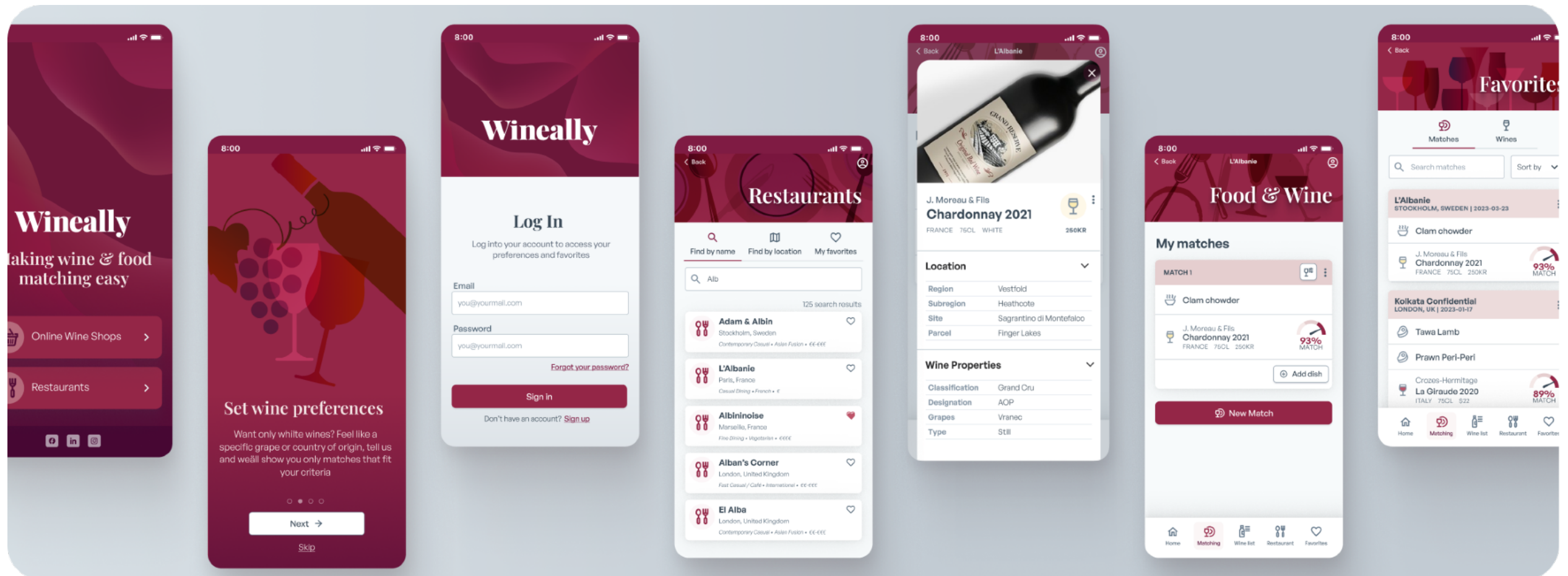
Registrum

I crafted an engaging landing page for Registrum, a company transforming real estate transactions with blockchain technology, **simplifying complex concepts** to resonate with a wide audience, including agents, clients, and lawyers. I created an accessible and visually appealing **branding** and engaging **layout** that played a key role in growing Registrum's customer base.



Wineally

Wineally aimed to simplify food and wine pairings through a comprehensive database and matching algorithm. However, their app had slow adoption due to its complex and cluttered design. By conducting **user research** and **heuristic evaluations**, I revamped the user flows, **simplified functionality**, and **visually refreshed** the interface. The result was better aligned with user expectations and enhanced brand perception.



Full portfolio & case studies



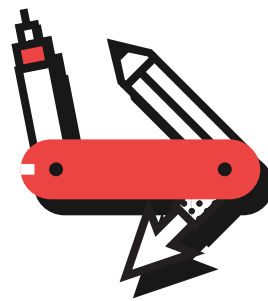
kemiellikes.design

What I can bring to the table



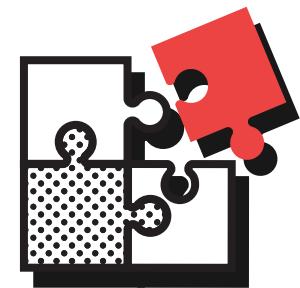
Strategic perspective

I can look at **business, user and brand goals** and create designs that effectively meet them.



Multidisciplinary vision

My experience in many areas of design means I can bring a **cohesive vision** across media.



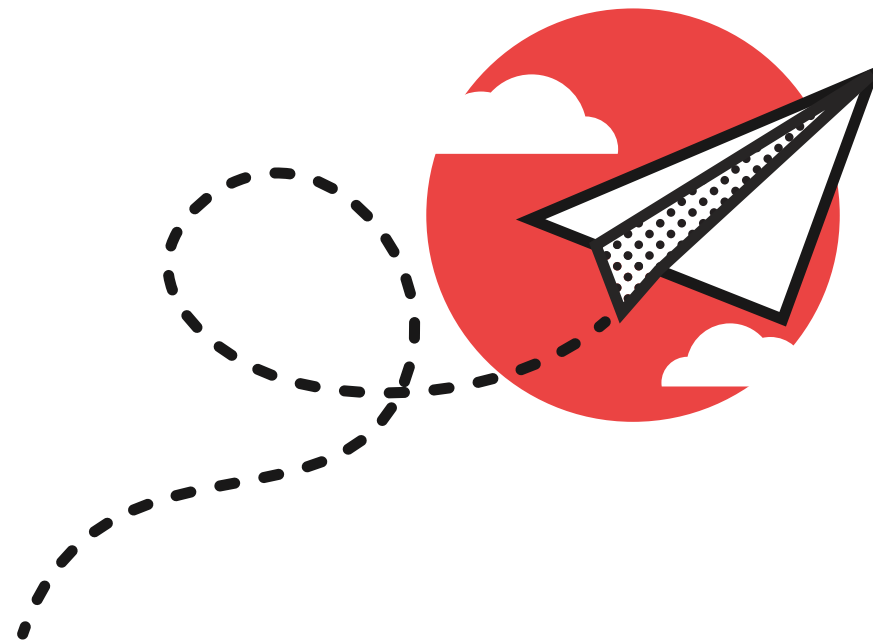
Teamwork

I value **feedback and collaboration**, fostering strong relationships with colleagues both within and across teams.

I like helping companies succeed



Looking forward to be a part of your team & help create
awesome products that create an impact!



Thank you!

hi@kemieliikes.design

Ordinary one-page CV available upon request too!