



# Luz Eliana Garzón Arias · LuzTonal

Web Design | Product Design | User Interface (UI) | User Experience (UX) | Bilingual (B2)

## CONTACT

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## PORTFOLIO

[luztonal.com](https://luztonal.com) 📄

[dribbble.com/luztonal](https://dribbble.com/luztonal) 📄

## FORMAL EDUCATION

### Graphic Design

Jorge Tadeo Lozano University  
2012

### Advertising

Jorge Tadeo Lozano University  
2008

## INFORMAL EDUCATION

### Drawing Cycle

CasaTinta- 2024

### UX Design Process from

User research to Usability

### Testing Course

UDEMY - 2023

### UI and UX Interface Design

Fundamentals Course

PLATZI - 2022

### Design Thinking Course

UDEMY - 2021

### English Course

University of Queensland - 2019

### Illustration Congress

CasaTinta - 2018

### User Experience Seminar

SCIMAGO LAB - 2016

## LANGUAGES

Spanish Native/ English B2

I am an UX, UI, and product designer with over 10 years' experience in creating and redesigning digital products. I have worked with companies from a variety of sectors, including Real Estate, Sports, and Education, with a focus on Pixel Perfect. Happy to move from design to coding. HTML and CSS nerd (learning JS now).

## DESIGN SKILLS

Information Architecture, UX / UI, Design System, Wireframing, Prototyping, Web Develop, HTML, CSS, Sass, User Journeys, User Flows.

## TOOLS

Figma, Sketch, Webflow, WordPress, Visual Studio Code, Bootstrap, Hotjar, Maze, Adobe Creative Suite, Hubspot, Salesforce, Confluence, Jira.

## WORK EXPERIENCE

### ShotTracker, UX / UI Designer

 March 2024 - Actual

I have created wireframes, prototypes, and system designs for a variety of products of the company.

### Olive Tree Holdings, Product Designer

 May 2023 - February 2024

I researched, created user flows and designed integrations in Salesforce to streamline sales team processes.

### Olive Tree Holdings, UX / UI Designer

 May 2022 - May 2023

Led information architecture, wireframes, prototypes and design systems for Olive Tree Holdings, STOA, OTV, Truerate and their portal.

### Properati, UX / UI Digital Designer

 September 2020 - May 2022

In addition to defining tone and graphic line, I designed marketing emails and responsive landing pages in Hubspot based on the funnel priorities.

### Agility Changes, UX / UI Digital Designer

 April 2020 - September 2020

I redesigned the website based on the information architecture, defined the graphic line and its email marketing strategy.

### Freelance, UX / UI Designer - Web Designer

 May 2019 - April 2020

I worked with different brands such as Vestolit, Centrap, EA-Strategy among others in the design of wireframes, prototypes, layout of their websites in HTML / CSS and implementation in WordPress.

### Simian, UX / UI Designer

 October 2018 - April 2019

I worked on the design and HTML/CSS layout, implementation on WordPress of different sites, as well as creating illustrations.

### Externado University, UX / UI Designer

 February 2013 - September 2018

I redesigned the web portal, from the information architecture to its responsive implementation in HTML and CSS.