




# Mauricio Zúñiga

## UX/UI Designer

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## WORK EXPERIENCE

### Product Designer | Freelancer

January 2024 - Present | USA

- Developed commercial e-commerce and template websites for the culinary industry.
- Developed and maintaining an active website for "360 Cafe", leading to a 25-30% increase in business revenues.

### Owner and Executive Manager | Dulce Junio Café

April 2016 - May 2023 | 7 Years, 1 month | Costa Rica

- Founded and managed a small chain of two restaurants for seven years in Costa Rica.
- Managed budgeting, cash flow, and expense control, ensuring financial sustainability.
- Designed and developed the restaurant website from scratch increasing sales monthly by 28%.
- Designed and executed marketing strategies across social media channels to attract and retain customers.
- Interviewed, hired, and trained staff, instructing over 70 employees in operational procedures and service processes.

### Data Analyst | Walmart Global

January 2013 - April 2016 | 3 Years, 3 Months | México and Costa Rica

- Mapped and analyzed complex financial workflows.
- Developed Standard Operating Procedure (SOP), converting intricate systems into straightforward, user-friendly manuals.
- Worked with multidisciplinary teams on large-scale system migrations.
- Planned and delivered training sessions

### Data Processor | Baxter Americas Services

January 2011 - December 2012 | 2 Years | Costa Rica

- Worked extensively with enterprise systems (SAP), processing financial data and executing payment transfers.
- Ensured accuracy, consistency, and compliance in high-volume, detail-oriented workflows.

## EDUCATION

### Quinnipiac University

Master of Science, Interactive Media and Communications

August 2024 - May 2026

### Universidad Latina de Costa Rica

Bachelor of Business

Administration and Finance

February 2011 - October 2016

## CERTIFICATIONS

### Google, Coursera

Google User Experience Design

January 2024 - August 2024

## SKILLS

Business operations

Product thinking

User center design thinking

UX Research

Creative ideation

Motion design

Data analytics

Prototyping

Accessibility standards

Usability testing

Design Sprint facilitation

## TOOLS

Figma

Framer, WordPress and HTML

Notion, Asana and Trello

Adobe Creative Clouds

Miro

Jitter

SAP