

Guillermo Herrera Camsen

UX/UI Designer

✉ hola@guilleherrera.com 🔗 guilleherrera.com 📍 Barcelona, Spain

🌐 <https://www.linkedin.com/in/guillermoherreracamsen/>

Behance <https://www.behance.net/guillermoherrera>

Profile

UX/UI designer with over 20 years of experience in digital design, visual communication, and content strategy. Combines a solid academic background in communication and journalism with advanced proficiency in Figma, Adobe Suite, wireframing, interactive prototyping, and information architecture. Experienced in UX research, digital accessibility, inclusive design, and usability testing, applying a user-centered approach to create intuitive, engaging interfaces aligned with business goals. International background collaborating with clients in legal, industrial, educational, cultural, and audiovisual sectors, delivering digital solutions that merge creativity, empathy, and strategic focus.

Professional Experience

Visual Designer | Graphic Designer

2005 – Present

Municipality of Mendoza / Freelance

Argentina / Spain

- Designed print and digital graphic materials focused on effective visual communication, branding, and visual consistency for companies, NGOs, and cultural events.
- Developed visual systems and graphic campaigns for social organizations in Spain, such as ALLAC (Free Lawyers Association of Catalonia) and the Stop Evictions platform (2013–2016), including logos, banners, brochures, and digital content for social media.
- Created visual identity and promotional materials for events such as the tango marathon “Barnatón” (2013) and the environmental exhibition “Ecológicamente” (2010) in Torrelodones Shopping Center.
- Managed institutional communications for the Department of Culture, Municipality of Mendoza (2004–2007), leading the launch of cultural newsletters (2005) in a pioneering digital communication project.
- Applied visual design and accessibility principles to ensure clear, user-focused communication across various formats and channels.

UX/UI Designer | Web Developer

1999 – Present

Freelance

Argentina / Spain

- Designed and developed user-centered digital experiences, from informational websites to complex platforms, applying principles of usability, information architecture, and responsive design.
- Conducted user research to tailor solutions aligned with business objectives across diverse industries: legal, industrial, education, culture, and media.

- Created wireframes, prototypes, and user flows using tools like Figma (current), and implemented solutions using HTML, CSS, JavaScript, and CMSs like WordPress, Joomla, and Drupal.
- Led full development of the news portal estadopublico.com , including back-end, UI design, navigation, performance, and maintenance (2010–2013).
- Applied web accessibility best practices, SEO optimization, and iterative improvements based on user behavior analytics.

Multimedia Designer / Audio & Video Editor

Freelance / Canal Latino TV / International Clients

2008 – Present
Argentina / Spain

- Edited video, created motion graphics and animations, and handled audio processing for digital content, TV, and online platforms across various audiences and formats.
- Began as a motion designer and video editor at Canal Latino TV (Barcelona), and content creator for television.
- Collaborated on “Modo Selfie” (América TV – Argentina) as motion designer and visual designer for national broadcast.
- Edited audiovisual content and visual branding for YouTube content creators (e.g., Lorena La Lectora).
- Developed sound editing and post-production projects for international clients in the U.S.
- Advanced skills in Adobe Premiere, After Effects, and Audition for audiovisual design focused on storytelling, interactivity, and digital engagement.

Translator

Freelance / International Clients

2015 – 2022
Barcelona, Spain

- Translated and localized audiovisual content from English into neutral Latin American Spanish for UK-based sports and documentary production companies.
- Participated in large-scale projects, such as Olympic Games documentary series (Rio 2016, Tokyo 2020) with 90+ episodes each, broadcast across 15+ Latin American countries.
- Adapted language and tone for Latin American audiences, ensuring narrative coherence and tight delivery timelines.
- Worked remotely with international recording and production teams under high-pressure conditions and strict deadlines for weekly news programs.
- Developed intercultural communication skills, attention to detail, and performance under pressure—essential for product and user experience design workflows.

Education

Bachelor’s Degree in Social Communication

Universidad Nacional de Cuyo / Universidad J.A. Maza

1999 – 2005
Mendoza, Argentina

- Training in communication theory, discourse analysis, and semiotics, with strong focus on social research and critical understanding of media and human behavior.

- Specialized in institutional communication, digital content production, and organizational communication strategies.
- Practical skills in writing, storytelling, visual communication, and digital media.
- Knowledge applied to UX research, UX writing, user-centered design, and narrative experience in digital products.

University Technician in Journalism

Universidad J.A. Maza

2000 – 2003
Mendoza, Argentina

- Training in writing, storytelling, and content production for print, digital, radio, and TV media.
- Specialized in research techniques, data collection, and information verification, applicable to UX research and user-centered content development.
- Experience in message adaptation for different audiences and channels, including digital platforms and social media.
- Proficient in text, audio, and video editing, and use of multimedia production tools.

Courses

UX Design Professional Certificate

Google

2023 – 2024
Barcelona, Spain

- Comprehensive training in the UX design process: research, problem definition, ideation, prototyping, and usability testing.
- Skills in UX research, interviews, surveys, and data analysis to identify user needs and pain points.
- Creation of wireframes, interactive prototypes, and user flows in Figma and Adobe XD, applying principles of visual and interaction design.
- Knowledge in digital accessibility and inclusive design to support diverse user profiles.
- Collaboration in simulated team projects, presenting and defending design decisions based on research data.

Languages

Spanish
Native



English
Intermediate



Catalan
Bàsic



UX/UI Skills

- | | | | |
|----------------------------|--|-----------------------------------|--------------------|
| • Information Architecture | • Digital Storytelling & Narrative Structure | • Heuristic Evaluation | • Inclusive Design |
| • Wireframing | • Responsive Design | • Design Thinking | • User Flows |
| • Prototyping | • Digital Accessibility | • Interdisciplinary Collaboration | • Content Strategy |
| • User-Centered Design | • UX Writing | | |

Design & Prototyping Tools

- | | |
|---------|-------------------|
| • Figma | • Adobe Fireworks |
| • Miro | • Notion |

Other tools

- | | |
|-----------------------|----------------------|
| • Adobe Photoshop | • Adobe Premiere Pro |
| • Adobe After Effects | • Adobe Audition |
| • Adobe InDesign | • Visual Studio Code |
| • ChatGPT | • Adobe Dreamweaver |