ANA MARIA HENAO (MARA)
DIGITAL & BRAND DESIGNER

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Digital & Brand Designer specialized in crafting user-centered strategic solutions. I design interfaces and cohesive brand systems by integrating research, information architecture, and prototyping in Figma and Adobe Creative Suite. I work in agile environments (Trello, Asana, Jira), collaborating with marketing, business, and development teams to ensure every design decision aligns with strategic goals, user experience principles, and conversion objectives. I combine aesthetics and functionality to create impactful digital experiences that connect brands with their audiences.

EXPERIENCE

(2020 - CURRENTLY) SENIOR DIGITAL DESIGNER (Freelance) at Editorial Comba and others
Work with +10 different clients delivering UI/UX design, branding, and web solutions across publishing, real estate, and wellness sectors, generating impact in thousands of users.
For Editorial Comba, develop complete visual identity, design editorial layouts, and built a WordPress website to promote authors and boost engagement, supported by cohesive digital marketing assets. For clients including El Parlante, Querytek, CRESIB, BLF Inmobiliaria, create brand identities, UI interfaces, landing pages, and provide visual design services. Designed websites from concept to CMS implementation, design systems, and high-impact social media content. Deliver assets using Figma, Adobe Suite, and Canva, collaborating with IT and Marketing via Asana, Jira, Trello under Agile methodology.

(2016 - 2024) SENIOR VISUAL & UI DESIGNER | BRANDING & ART DIRECTION at Denkss
Delivered high-end digital ecosystems and branding solutions for premium clients, including 360° digital and print campaigns for luxury real estate. Increased campaign performance by 30% while managing 75+ projects across the full digital brand strategy, from naming and visual identity to usability and digital presence.

(2020 - 2022) SENIOR UI/UX & BRAND DESIGNER at Buddy Service App (Freelance)
Inclusive Product Lead for disability-tech app Buddy Service: Owned UX, branding (logo/website), and investor pitch materials while optimizing Agile workflows. Expert in translating accessibility requirements into intuitive interfaces.

(2015 - 2017) UI & GRAPHIC DESIGNER at BeYou App (Freelance)
Creation of user-friendly interfaces + supporting branding/marketing/social media materials to boost engagement and promote self-care values, while ensuring brand consistency across all channels.

(2014) UI/UX DESIGNER at Optimyzet
UX Strategy for banking, sports and social impact sectors, Metric-driven design (+40% engagement growth) and Technical-design mediation aligning stakeholders.

(2008 - 2009) WEBMASTER & IN-HOUSE CREATIVE at STF GROUP (Studio F)
Redesign of E-commerce retail website, Managed 360° digital campaigns (ads, email, social media) with cohesive visual storytelling, Served as brand guardian across all touchpoints (print/digital).

(2007) WEB & GRAPHIC DESIGNER at UNIVERSIDAD DEL VALLE (DINTEV)
Design assets and graphics for E-learning Platform for postgraduate and virtual master's courses.

EDUCATION

Specialization Course in Design Systems, UXER School (Madrid, Spain / Dec. 2025)
Postgraduate in Digital Publications, BAU, Centro Universitario de Diseño (Barcelona, Spain / 2013 - 2014)
Postgraduate in Design Management, Design Thinking, BAU, Centro Universitario de Diseño (Barcelona, Spain / 2012 - 2013)
Master's Degree in Digital Project Design and Management, ELISAVA School of Design & Engineering (Barcelona, Spain / 2011 - 2012)
Bachelor's Degree in Graphic Design, UNIVERSIDAD DEL VALLE (Cali, Colombia / 2000 - 2006)

LANGUAGES

English (Upper intermediate), Catalan (intermediate) and Spanish (native).

SOFTWARE SKILLS

Adobe Suite (XD, Indesign, Illustrator, Photoshop), Figma, Canva, Google Analytics, Wordpress, Mailchimp, Jira, Asana, Trello, HTML & CSS.

FIELDS & TECHNIQUES

User interface design, User centric design, Prototyping, Information Architecture, Research, Layout, marketing campaigns, Final artwork for printing, Scrum, Kanban, Design Thinking.