

# Rosa Elena Tachna®

Im an inquisitive UX/UI Designer with a meticulous and detail-oriented approach to my work, crafting eye-catching solutions that benefit the end users while also keeping the company's objectives in mind.

[www.rosaelenatachna.com](http://www.rosaelenatachna.com)

[rosaelenatachna@gmail.com](mailto:rosaelenatachna@gmail.com)

[/in/rosaelenatachna](https://www.linkedin.com/in/rosaelenatachna)

[@rosaelenatachna](https://twitter.com/rosaelenatachna)

## Experience

### ● Garaje de Ideas

October 2024 - present | Madrid, Spain

#### Senior Product Designer

End-to-end definition and development of digital products, from conceptualisation to high-fidelity design and documentation. Collaboration with multidisciplinary teams, defence of design decisions with clients, and mentoring of junior and middle designers.

### ● Freelance Designer

December 2019 - present

#### CollegeMate

UX/UI Design and Branding for AI-powered educational app. Redefinition of features and app architecture.

#### Clarity

Brand definition and illustrations for a book published by Latin America's leading publisher. UX/UI Design for website; creation of responsive website in online platform.

#### Tuune

UX/UI Design for web app, creation of user-friendly reports, optimisation of design system, implementation of brand and visual design for Investor Decks.

#### Aquarium Seafood

UX/UI Design for website; creation of responsive website in no-code platform.

#### Smartgas

Redesign and restructuring of their existing app and addition of new features to increase brand loyalty.

### ● Una Health

July 2022 - May 2023 | Berlin, Germany

#### Product Designer

End-to-end design, development, and implementation for app, website, and marketing materials, prioritising accessibility. Copywriting, brand implementation.

### ● Tuune

June 2019 - June 2022 | London, UK

#### UX/UI Designer

Planning and conduction of user research, creation of user-centric web designs, definition and implementation of design systems, optimisation of existing UX and UI, problem solving with engineers.

### ● Cocorose London

May 2019 | London, UK

#### UX Designer

Responsive e-commerce design and web architecture restructuring for an online footwear brand.

## Education

### ● Design Operations

2025

Specialisation course by UXER School

### ● Design Tokens

2025

Workshop by Garaje de Ideas

### ● UI Design

2019

Online course by DesignLab

### ● Innovation and Design Engineering

2009 - 2014 | Guadalajara, Mx

Bachelor's degree by Universidad Panamericana

### ● UX Designer Professional

2019 | London, UK

Diploma by RED Academy

## Tools



Figma



Sketch



UsabilityHub



UserInterviews



Wix



Squarespace



WebFlow

## Technical skills

UX Research | Sketching | Wireframing | High-fidelity mockups | Prototyping | Information architecture | Responsive design | Accessibility design | Design libraries | Design documentation | Content management | User personas | Storyboarding

## Soft skills

DETAIL-ORIENTED

INQUISITIVE

ADAPTABLE

EMPATHETIC

DATA-DRIVEN

COLLEGIAL

ORGANISED

ORDERLY

## Languages



English  
95%



Spanish  
First language