



BIANCA ROSENDO
UX/UI Designer

1988 Birth in Mexico City
2012 Graduates Bachelor at UNAM, Mexico City
2022 Moves to Berlin, Germany
2023 Marries with a Portuguese citizen
2024 Moves to Lisbon, Portugal
*Open to remote work

My Certifications

UX/UI Design
Bootcamp Ironhack Berlin, 2023

Postgraduation in Marketing
UNAM, 2019–2020

Postgraduation in Web Design
Edumac, 2014–2015

Bachelor of Design and Visual Communication
UNAM, 2017–2011

Languages Skills

English B2
German B1
Portuguese A2
Spanish Native

Key Strengths

Communication skills
Leadership
Problem solving
Teamwork
Mentoring & Guidance

My Methodologies

Design Thinking, Scrum and Agile.

Contact Me

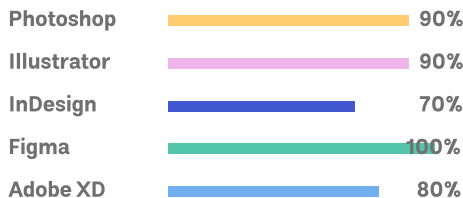
biancarosendo08@gmail.com
[linkedin.com/in/bianca-rosendo/](https://www.linkedin.com/in/bianca-rosendo/)

— My Website —



biancarosendo.com

Software Skills



Basic knowledge in HTML & CSS. Also used frequently: Adobe Creative Suite, Trello, Google Analytics, Excel and MS Office Suite.

Work Experience

AGENCY CONTEMPOMODELS

Photographer & Jr. Designer

August 2012–2013

One of the leading modeling agencies, where I did portrait photography, brochure design and social media posts.

IPADE, BUSINESS SCHOOL MEXICO

Jr. Designer and Photographer

January 2014–2015

It is the business school of the Universidad Pan–American of Mexico. During this period I designed a wide range of promotional materials, both in print and digital formats, including brochures, posters, business cards, newsletters and digital banners.

BOUTIQUE BNG

Sales Manager

October 2015–2016

As Sales Director at a Turkish clothing boutique in Mexico City, I performed a key role in driving sales performance and ensuring exceptional customer experiences.

DECATHLON MEXICO

UX/UI Designer & Senior Graphic Designer

June 2016–2018

As part of the pioneering team that formed the structure of Decathlon Mexico, the largest sports retailer in the world. I led the creative design of the e–commerce platform, using research and prototyping to enhance the user experience and drive online sales. Designed and managed the brand's recruitment platform for Mexico, ensuring a user–friendly and effective interface to attract talent.

Campaign Project Manager & Image Leader

July 2018–2022

As lead designer, I became the guardian of the Decathlon brand in Mexico. Managing the strategy and concept development for commercial campaigns, store openings through all communication channels for internal teams and suppliers. Creating and managing the commercial calendar to drive sales through various physical points of sale and national website, aligning strategies with the local market in the country.

SOKUNI

UX/UI Designer

March 2024 – June 2024 (Freelance)

An emerging marketplace based in the Netherlands, dedicated to promoting sustainability through the sale of second–hand baby clothes and baby items. Our mission was to create an interface that facilitates the buying and selling of the products. I conducted user interviews and surveys, user personality definition, wireframing, prototyping, logo and branding, user testing.

THIS SPOT COULD BE YOUR...

2024