CONSUELO
HERRERA DE LA CALLE

UX/UI Designer who builds with AI · *research, clear interfaces, working web apps*

CONTACT

+56 9 2184 8257
contact.consudesign@gmail.com
in/consueloherreradesign
consueloherreradesign.vercel.app
Coquimbo, Chile · remote

CODE

Claude Code · React · Next.js · TypeScript · Tailwind CSS · Supabase · PostgreSQL · MySQL · Git · Vercel

DESIGN

Figma · Illustrator · Photoshop · InDesign

UX / UI

UX research · Interviews · Personas · Journey maps · Benchmarking · Wireframes · Prototyping · Usability testing · Nielsen heuristics · Accessibility

SKILLS

Visual communication
Working to tight deadlines
Organization and time management
Attention to detail
Teamwork

LANGUAGES

Spanish	Native
English	B2 · TOEIC

WORK

Remote · freelance or contractor
Available immediately

PROFILE

UX/UI designer with a background in graphic design. I research users and design clear, accessible interfaces, then turn them into working web apps built with AI (Claude Code) on React, Next.js and Supabase: I decide what gets built and how it behaves, and review and test every detail.

EXPERIENCE

2026 — **UX/UI Designer · Freelance**
Remote · web projects for real clients

- Designed two wedding invitation web apps for real couples (123 guests on the latest, live 2 days after the first design): RSVP flow, song and allergy choices, and a private dashboard.
- Built them with AI (Claude Code) on Next.js, TypeScript and Supabase / MySQL: private guest list, secure sign-in, deployed on Vercel.
- Designed Fresco, a sales and finance app for a small food business, built with AI as a working prototype and accepted by the client.

2024 — **Graphic Designer · Political Communication**
2024 Regional Elections (Chile)

- Designed campaign materials for regional candidates, including a campaign for Regional Governor of Coquimbo.
- Social media content, posters, informational graphics and street materials, in consistent visual systems for print and digital.

2023 – 2024 — **Team Player**
Decathlon · Retail · Sep 2023 – Mar 2024

- Customer service, cash register and internal processes; inventory, loss prevention and KPI tracking.

SELECTED PROJECTS

Fresco
UX/UI · BUILT WITH AI
Sales, payments, stock and finance app for a small food business. Working prototype with a live demo, accepted by the client.

Summer wedding invitation
UX/UI · BUILT WITH AI
Live invitation for 123 guests with per-guest RSVP, songs picked from Apple Music and a private dashboard for the couple.

Hila
BRANDING · BRAND GUIDELINES
Identity for a dried-fruit brand: logo, construction, typography, color and applications in a 37-page manual.

EDUCATION

Jun 2026 — **Certified UX/UI Designer**
UX/UI Design Bootcamp · SENCE Talento Digital. UX research, usability, prototyping and information architecture.

Self-taught — **Building with AI**
Turning designs into working apps with Claude Code, React, Next.js and Supabase, learned independently and applied in real projects.

2018 – 2022 — **Design studies**
Universidad de La Serena

Case studies, code and a live demo at consueloherreradesign.vercel.app