

SOFIA WANCHO

Product Designer · UI/UX · Design Systems

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PROFILE

Product Designer with 5+ years of experience turning complex user problems into clean, scalable digital solutions — with a track record to back it up: a 30% lift in app engagement, a 20% reduction in production costs, and 80+ assets shipped monthly across parallel projects. Fluent across the full product design cycle, from user research and flows to interactive Figma prototypes and developer-ready handoffs. A professional background in illustration and 2D animation brings a rare visual depth to every interface.

WORK EXPERIENCE

Product Designer / UI-UX | Suma Wealth

Sept 2023 – Aug 2026 · Remote

- Rebranded the app's visual identity end-to-end, driving a 30% increase in engagement and brand recognition.
- Cut production costs by 20% over 16 months by insourcing design work previously outsourced.
- Shipped 80+ design assets per month across 4 simultaneous projects without sacrificing quality.
- Built wireframes, user flows, and interactive Figma prototypes for stakeholder reviews and developer handoffs.
- Established and maintained a scalable Figma component library ensuring consistency across product and marketing.
- Collaborated with PMs and engineering to align UI decisions with product goals and brand direction.

Graphic Designer (Mid-Level) | Suma Wealth

Jan 2021 – Jan 2022 · Remote

- Art directed and executed multiple high-impact marketing campaigns across digital and print.
- Produced social media content including posts, animated GIFs, and motion graphic videos.
- Designed and developed the 'Dinero Fest' campaign — visual identity, web presence, and a fully branded virtual event world in Remo.

Background & Prop Artist (Freelance) | Demente Studio

2024 – 2026 · Guadalajara, Mexico

- Contributed artwork across 3 animated projects; sole background designer on one.
- Delivered 10–15 production-ready assets per week across distinct visual styles.

Background Artist | Mighty Studio

Nov 2022 – Jan 2023 · Remote

- Designed and painted backgrounds for Cartoon Network Latin America's animated series 'Rey Misterio vs La Oscuridad.'

2D Artist / Concept Artist | Team Toon Studio

Jan 2022 – Nov 2022 · Remote

- Created backgrounds and props for the YouTube animated series 'Tuttle Twins.'
- Developed concept art for props and locations throughout production.

SKILLS & TOOLS

Figma	Design Systems	Prototyping	User Flows
Wireframing	Adobe CC	WordPress	HTML & CSS
Agile / Jira	Motion Graphics	Illustration	AI Tools

EDUCATION

Diploma, UI/UX Design — Graduated 2026

Universidad del Valle de México (UVM)

Associate of Arts, Classical Animation — 2021

Vancouver Film School

BBA, Digital Graphic Design — 2019

CETYS Universidad

Languages

Spanish — **Native (C2)**
English — **Bilingual (C2)**
French — **Intermediate (B1)**

Additional

Professional illustrator · AI-assisted creative workflows (Claude, Gemini, Midjourney) · Blender enthusiast · HTML, CSS & Python