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MY JOURNEY!



2012

It was the boom of Social Media. I saw it as an opportunity to help companies to be present digitally. And after some time working in the recognized Convention Center of the region **World Trade Center Veracruz**, I started my own **Digital Marketing Agency: Grupo Torroa**.

Mostly, I was in charge of finding **the best strategies** to improve the brand digital presence of the companies, institutions, or services of our clients.



Although, I was always in contact with **designers** and learning how they work and design tools.



2014

At the same time, I worked for the Tourism and Culture Office of Boca del Río City Hall. We organized massive events and community festivals **helping local exhibitors and artists and offering new cultural options** closer to the population.



2016

A new adventure! I decided to move from **Mexico** and start a new life in **Germany!**

2018

After settling down and learning the language and culture, I started my job as a Customer and Sales Manager at **homify**. This helped me to understand the importance of hearing the users and creating new ways to **improve a product!**



But how to help users, clients, and my team to improve their daily tasks and with it their lives? That's when I decided to start my new path in the **UX/UI world!**



2022

I started a Bootcamp at **Ironhack** and along with my knowledge, background experience, and tools I could start to create **new projects!**



I had the opportunity to work for **Trödel Spende** closely with **founders, other designers, developers, and marketers!**



I know there is so much to learn! Every day I'm learning something new and meeting new colleagues in this profession and... **I'm ready to take on the next challenge!**

