Virna Sofía Cazares Gil

PRODUCT DESIGNER

virnaa04@gmail.com
+52 3316073276
LinkedIn →
Portfolio →

Senior Product Designer with a background in cybersecurity, illustration, and digital product design. I combine creativity and systems thinking to craft thoughtful, user-centered experiences across web and mobile. Detail-oriented, fast learner, and an effective communicator in diverse, collaborative teams.

EXPERIENCE

(2019 -2025)

CyberQP - Senior UI/UX designer

Designed and evolved the user experience of a cybersecurity platform, creating scalable UI systems and improving complex workflows through intuitive design and clear information architecture.

Highlights

- Developed a living design system for consistent patterns across web, mobile applications and internal tools.
- Simplified multi-level account structures and visibility rules for users.
- Defined interaction models for tables, automation flows, and security settings.
- Advocated for usability and accessibility in technical workflows.

(2018 - 2019)

TailRecursive - UI/UX designer

Designed and refined enterprise web applications, including e-commerce platforms and mobile applications, focusing on usability, visual clarity, and scalable design systems.

Highlights

- Led UX audits to identify friction points in core workflows.
- Defined interaction patterns for dashboards, configuration screens, and mobile interfaces.
- Improved visual hierarchy and information density for better readability.

(2017 - 2018)

Tec de Monterrey Campus Sinaloa - Professor

Taught "App Design and Development" and "Digital Expression", guiding students through hands-on projects in UI/UX, design thinking, and visual communication.

(2017)

Add Marketing - Visual Designer

Developed brand identities and illustrations for a variety of clients, creating cohesive visual systems across digital and print media.

(2016)

ITESM: Incubadora Social Culiacán - Incubadora Cordinator

Managed educational programs for children and entrepreneurship courses for adults, coordinating events, partnerships, and community initiatives.

(2015-2016)

IBM Campus Guadalajara - Design Intern

Designed a portable workstation for electronic equipment optimized for minimal space, mobility, and recycled materials for manufacturing environments.

EDUCATION

(2025 - NOW)

Tec de Monterrey -
Master in Digital Art and New Media

(2011-2016)

Tec de Monterrey -
B.A Industrial Design

(2015)

Sungkyunkwan University - Exchange Student

CERTIFACTIONS

(2023)

Nielsen Norman Group

UX Certification - User Research Speciality (ID 1072005)

SOFTWARE

UI/UX

Figma, Sketch, Webflow, Zeplin, Lottie, Miro, Lucidchart, Cursor, Lovable, V0

DESIGN

AfterEffects, Photoshop, Illustrator, Indesign, Premier, Blender

DIGITAL ILLUSTRATION

Procreate, ClipStudio Paint

CODE

HTML 5/CSS

OTHERS

GSuite, Microsoft 365, Jira, Confluence

SKILLS

Wireframing, Information Architecture, Design Systems , Interaction Design, Prototyping, User Research, Data Visualization , Accessibility, Visual Design, Illustration, Usability Testing

LANGUAGES

Spanish - Native
English - Fluent
French - Advance
Japanese - Basic