



Amanda Zuniga

Senior UX/UI Designer, UCG NNG

Costa Rica

7+ years experienced UX/UI Designer with a foundation in journalism. My path blends storytelling and user-centered thinking to translate complex problems into intuitive, accessible digital solutions that harmonize client goals with real user experiences.

Journalism taught me how to ask the right questions — UX taught me how to design solutions.

LANGUAGES

Spanish Native

English C1

French B2

UX / UI

Design Systems

Figma Prototyping

AI for Design

Vibe Coding

Accessibility

User Research

Journey Mapping

Interviews

Tools

Figma

Sketch

Adobe Premiere

Maze

Claude Code

CMS Platforms

Scrum / Agile

Soft Skills

Cross-team Collaboration

Storytelling

Facilitation

Communication

Copywriting

My Journey

Work Experience

- 2023 — Present
Senior UX/UI Designer
Publicis Sapient · San José, Costa Rica
 - UX/UI for key clients: Marq Logistics, Publicis Health, Verizon
 - Driving end-to-end design — from research and ideation to delivery and design systems
 - AI-powered design workflows using Claude Code and Figma Code Connect
- 2019 — 2023
UX/UI Designer (Freelance)
Self-Employed · San José, Costa Rica
 - Delivered UX/UI for Real Estate, Travel & Tourism, Beauty, and Non-profit clients
 - Full project ownership: research, wireframes, visual design, and VQA
 - Developed content strategy and copywriting alongside design deliverables
- 2018 — 2019
UX/UI Designer
The Sonar Company · San José, Costa Rica
 - Designed digital experiences for technology sector clients
 - Collaborated in agile sprints, contributing to UX strategy and UI delivery
 - Built and maintained component-based design systems in Figma
- 2016 — 2018
Journalist
The Tico Times & OVAMA Communications · San José, Costa Rica
 - Content creation and copywriting across print and digital channels
 - Applied narrative skills that now inform user-centered design thinking
 - Covered technology and business sectors, building domain expertise

Education

- Issued 2024
UX Certificate
Nielsen Norman Group
- Issued 2022
UI UX Design Specialization
California Institute of the Arts
- Issued 2022
Scrum Master Professional Certificate
Certiprof
- 2015 — 2019
Degree in Journalism
Universidad San Judas Tadeo · San José, Costa Ri

TESTIMONIALS

What people say

“

Amanda naturally creates alignment across partners by simplifying complex issues and guiding everyone toward solutions that make the most sense for the product and the customer. She embodies many of the qualities that define a strong Lead Designer.

Sanchita Bajaj

Design Director · Verizon

“

Amanda is easy to work with, highly personable, and approaches all of her work with diligence and common sense. In my opinion, Amanda was the best and most reliable designer on our team.

Michael Cefaratti

Design Lead · Verizon

“

Amanda is always receptive and understanding. When she has questions or concerns, she always reach out and we work through them. I think we have a very collaborative working relationship.

Travis Wright

Product Owner · Verizon

“

I collaborated with Amanda, she was very organized when defining the direction and goals. She explored different visual directions, helped guide the team towards the right approach, and did a great job balancing delegation while still being hands-on during execution.

Carlos Montoya

Senior Designer · Publicis Sapient

FEATURED WORK

Featured Projects

End-to-end UX/UI work across telecommunications, travel, and design operations (reach out to get more details about these and other projects)

Travel & Tourism

AI-Powered Loyalty Experiences

Explored how AI can power adaptive loyalty experiences for a multi-brand travel company — combining an AI Guest Profile Intelligence, AI Concierge, and a unified design system to create dynamic, personalized journeys.

AI Design Design Systems Code Connect

◆ Fully interactive AI Concierge accessible to both customers and staff

[Explore project →](#)

Events

NFT-Powered Event Ticketing

Designed an NFT-based ticketing platform that made blockchain-backed event tickets feel familiar and approachable — simplifying ticket discovery, seat selection, checkout

UX Design UI Design Design System Prototyping

◆ Users successfully completed ticket purchase flow without blockchain knowledge

[Explore project →](#)

Community & Design

Latam Design Community All-Hands

Launched the Latam Experience Monthly All Hands — a dedicated space for regional teams to connect, share updates, and learn together. Led a full redesign to better represent Latam culture.

Design Leadership Community Facilitation UX Strategy

◆ Strong recurring engagement with consistent positive team feedback

Telecommunications

Digital Disconnect for Deceased Members

Enabled customers to disconnect a device for a deceased member entirely online — replacing the need to call customer service with a gentle, private, and empathetic digital experience.


UX Research UX Design UI Design


◆ 100% of participants preferred the new digital experience

CONTACT

Let's work together

Open to new opportunities, collaborations, and conversations worldwide.

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