

LINA GODEFROY PAZ

PRODUCT DESIGNER | UX/UI

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SUMMARY

Product Designer with 2+ years of hands-on experience in UX/UI for web applications and e-commerce. Skilled in translating product briefs and user research into responsive, conversion-focused interfaces. Strong foundation in design systems architecture, developer handoff, and cross-functional collaboration. Continuously learning AI-assisted design workflows and agentic systems thinking.

SKILLS

- User Flows
 - Accessibility
 - User Interface Design
- User Research
 - Responsive Design
 - Interaction Design
- Design Systems
 - E-commerce
 - Notion
- wireframes
 - prototyping
 - A/B Testing
- Figma
 - Framer
 - Agile
- IA
 - SaaS
 - Scrum

EXPERIENCE

Product Designer (UX/UI) | Pixelpath

Feb 2024 - Jun 2026

- Designed responsive UX/UI for 12+ web and e-commerce projects, translating product briefs and user research into wireframes, flows, and high-fidelity designs
- Architected and maintained a design system library of 40+ reusable components, establishing consistent patterns and accelerating design velocity across all projects
- Collaborated with developers during implementation to ensure design specifications were accurately translated to code and maintained visual consistency throughout
- Worked across cross-functional teams (product, engineering) to deliver designs on schedule while managing scope and technical constraints
- Created responsive specifications for both desktop and mobile interfaces, optimized for usability and conversion-focused layouts

3D Exhibition Designer | Arrca Exposiciones

Jun 2022 – Dec 2023

- Delivered physical brand experiences by translating business and marketing goals into functional 3D designs across 20+ client projects.
- Designed and delivered over 20 exhibition stands for national and international brands, consistently exceeding client expectations.
- Translated brand and commercial objectives into production-ready solutions within strict deadlines, ensuring on-time delivery across multiple projects.
- Coordinated cross-functional teams of 5–10 members, ensuring smooth execution from concept to on-site delivery.
- Managed client communication, approvals, and on-site problem-solving during live installations, maintaining high levels of client satisfaction across projects.

EDUCATION

Universidad La Salle Bajío, Bachelor of Industrial design

Sep 2018 - Jun 2022

ADDITIONAL INFORMATION

- **Languages:** Spanish (Native), English (C1)
 - **Certifications:**
 - Adobe: Photoshop | Illustrator | InDesign
 - Anthropic: Claude 101 | Claude Code 101 | Claude Code in Action | Introduction to Claude Cowork |
- AI Fluency: Framework & Foundations | Introduction to Agent Skills | AI Capabilities and Limitations