Education

- **UX/UI Design Bootcamp. Ironhack –** Berlin, Germany
- **Postgraduate Diploma In Marketing.** National Autonomous University Of Mexico (UNAM)
- **Bachelor's Degree In Design & Visual Communication.** National Autonomous University Of Mexico (UNAM)

Languages

- **English** C1
- **Portuguese** B1
- **German** B1
- **Spanish** Native

Key Strengths

- User-Centered Problem-Solving
- Design Leadership & Project Management
- Collaboration & Cross-Functional Teamwork
- Detail-Oriented UI & Interaction Design
- Autonomy, Proactivity & Strategic Thinking

Skills & Tools

- **UX/UI Design:** User Research · Design Thinking · Wireframing · Prototyping · Interaction Design · Accessibility · Usability Testing · Responsive Design · Information Architecture.
- **Brand & Strategy:** Visual Identity · Style Guides · Campaign Direction · Brand Positioning · Multichannel Communication.
- **Tools:** Figma · Adobe CC (XD, Illustrator, Photoshop, After Effects, InDesign) · Notion · Trello · Asana · Google Analytics · Slack · Microsoft Office Suite. Basic knowledge of HTML & CSS

My Website

Bianca Rosendo Servin

Product Designer | UX/UI Designer

Strong foundation in 360° Design, Branding, and Creative Strategy
Lisbon, Portugal (Work permit)
biancarosendo08@gmail.com | linkedin.com/in/bianca-rosendo/ | Portfolio

Professional summary

I' m a multidiciplinary **Product Designer** passionate about **user-centered design**, **creating intuitive** and **engaging experiences** for **web and mobile devices**. With over 10 years of experience in visual storytelling, branding, and digital marketing, I bring a multidisciplinary perspective to every project, translating insights into well-thought-out interfaces that align with both user needs and brand purpose.

Professional Experience

Freelance Product Designer | Creative Consultant – *Lisbon, Portugal & Remote | May 2024 – Present*

- Collaborated with entrepreneurs in Lisbon and Mexico City to design digital products and build distinctive brand identities.
- Delivered UX/UI design, brand strategy, content direction, and professional photography tailored to business goals and audience needs.

UX/UI Designer – Sokuni – *Remote (Netherlands) | Jan 2024 – May 2024*

- Created a center used design for a second-hand marketplace, improving usability and increasing user engagement by 25%.
- Developed responsive wireframes, interactive prototypes, and high-fidelity UI designs based on user insights.
- Collaborated with product designers and developers to prioritize features and implement design iterations for continuous improvement.

Brand Leader & Campaign Project Manager – *Decathlon Mexico. Mexico City | 2018 – 2022*

- Led the end-to-end design of an internal recruitment app as Product Designer—from user research and prototyping to launch—managing a cross-functional team and reducing hiring time by 40%.
- Directed seasonal multichannel campaigns tailored to the Mexican market, increasing brand recognition by 25% and boosting average ticket value by 15% during key promotional periods. Officially creating the commercial calendar strategy for Decathlon Mexico.
- Structured and managed a new internal marketing team, creating functional subareas (POS, translation, email marketing, social media, external communications, and PR) and delivering ongoing training to improve collaboration, alignment, and ownership across roles.
- Maintained and enforced brand guidelines across digital and physical channels, ensuring 100% consistency across 60+ campaign assets and improving production efficiency between teams and agencies by 30%.
- Led creative strategies for 12+ store openings, adapting over 120,000 POS assets from the French headquarters and driving a 20% increase in foot traffic during launch weeks through coordinated digital campaigns.

Marketing Design Lead (Performance & Brand-Focused) – *Decathlon Mexico. Mexico City | 2017 – 2018*

- Launched seasonal multichannel campaigns tailored to the Mexican market, which increased brand recognition by 15%.
- Created brand guidelines and visual systems across digital and physical platforms to improve the work time between stakeholders with efficiency and productivity.
- Led creative communication strategies for the opening of more than 5 stores, adapting over 120 point-of-sale assets from the French headquarters and driving a 15% increase in customer traffic during the opening.
- Created and optimized more than 8 CMS landing pages, reducing bounce rate by 18% and increasing email CTR by 35% through dynamic homepage testing and performance tracking using A/B testing, Google Analytics, and email metrics.

Web Designer – *Decathlon Mexico. Mexico City | 2016*

Served as the first in-house designer focused on positioning the e-commerce platform during Decathlon's pilot launch in the Mexican market.

- Designed landing pages, banners, infographics, and email campaigns.
- Created compelling visual content for web, social media, and print.
- Conducted A/B testing and applied marketing insights to optimize web performance and email campaign engagement.