



LORENA GUTIÉRREZ NAVARRO
UX/UI, Web & Multimedia Graphic Designer,
Interactive Digital Content & e-Learning Developer
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PERFIL PROFESIONAL

Graphic Communication Designer, with over 15 years of experience, creating and developing digital products, e-Learning design, and user experience/interface (UX/UI). Specialist in the production of interactive content for education, medical, automotive, security, and consulting sectors. Expert in transforming technical requirements and integrating pedagogical methodologies into efficient visual interfaces and digital learning resources, optimizing personalized learning.

SKILLS

- **UX/UI & Web Design:** Figma, Adobe XD, Wordpress, Responsive Design, Data Visualization, User Interfaces (UI).
- **Creative Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Animate, Dreamweaver).
- **e-Learning & EdTech:** Moodle, Canvas Instructure, Pedagogical Methodologies, SCORM, Instructional Design, Production of Educational Resources.
- **Digital Content:** 2D Animation, Technical Illustration, HTML5/CSS, Video, AI-powered Creativity.
- **Management & Soft Skills:** Coordination of interdisciplinary teams, CRM management (Salesforce, Zendesk), Key Account Management (KAM), validation of academic processes and curriculum design.

PROFESSIONAL EXPERIENCE

Graphic Designer & e-Learning Developer | Instituto Politécnico Nacional | 2015 - 2018, 2023 - 2025

- Production of digital learning resources for online bachelor's degree programs (Polivirtual LMS).
- Development of digital animations and illustrations in HTML5 for interactive content.
- Creation, design, and composition of digital learning resources in accordance with specific procedures, guidelines, and criteria (menus, icons, infographics, banners, and branding).
- Support for production teams at Schools: Escuela Superior de Economía, UPIBI, UPIEM, and UPIICSA.
- Integration of pedagogical methodologies applied to online teaching and educational platforms.
- Contribution to the growth of online student enrollment, reaching more than 5,400 users.

Digital Content Coordinator | Intersistemas Editores, SA de CV | 2020 - 2025

- Led design and support teams for the implementation of medical education platforms (MIP Competente, Exarmed, Atención Médica, PAC MG, SACMED), attending over 1,500 users.
- UX/UI and responsive design for mobile health applications (App MIP C+), improving navigation and content accessibility.
- Brand management for digital products high specialties.
- Strategic attention as Key Account Management (KAM) support for leading institutions (Universidad La Salle & Universidad Anahuac).

Implementation Specialist | Pearson Educación de México | 2016 - 2019

- Implementation and support of digital products for educational platforms (K12).
- Graphic design and infographic support for global processes and presentations.
- Management of functional pilot tests according to best pedagogical practices.
- CRM management for training and implementation of digital platforms.
- Pearson teams (Advisors and Consultants) & strategic clients training.

Graphic Designer & e-Learning Developer | CryoInfra, SA de CV | 2015 - 2023

- Development of interactive training content for customer training for virtual workshops regarding the operation and maintenance of equipment for gas supply.
- Development of 2D process animations, technical diagrams, and interactive graphics.
- Design of visual communication materials and digital advertising (multimedia design banners, flyers, presentations, and motion graphics).

Spare Parts Information Editor & Technical Information Specialist | Grupo Volvo / Robert Bosch | 2011 - 2014

- Editor of spare parts catalog technical information for bus body and 3D data visualization for service engineering (Mexican and European markets).
- Development of technical parts information for the Aftermarket Technology area, based on project planning and design changes, using product development indicators and supporting illustrations for service engineering (Volvo, Prevost & Mack brands), with a strong focus on technical and pedagogical design for the end customer.
- Design of visual information with a pedagogical focus for the end customer and graphic support for guided diagnostics (through Robert Bosch).

Graphic Designer and e-Learning Developer | Prospective de México | 2009 - 2011

- Design and development of e-learning content in instructional design, research, and application of corporate image to learning objects, covering more than 500 hours of online study (Automotive, Security, Consulting, virtual education, Energy, Government, Medicine).
- Functional user interfaces in SCORM format for LMS platforms (KOF Management Model for Coca-Cola FEMSA, CFE, Merck, Ministry of Public Security, Infra, PrepaSí Program).
- Illustration and image proposal, user interfaces, functions and image, publication on websites and LMS platforms, interviews and collaborative work with clients to define educational communication concepts for the learning objects produced, and management of e-learning projects from conception to delivery.
- Responsible for the integration of interactive elements in the History of Electricity series, winner of the competition held by the Government of the Federal District for educational materials for basic education.

ACADEMIC BACKGROUND

- **Graphic Communication Design Bachelor's Degree** | UAM Azcapotzalco.
- **Creative Code for Animation and Video Speciality** | CENTRO.
- **Packaging Design & Engineering** | IMPEE.
- **Branding**: Constanza Business & Protocol School (Spain).
- **Specialization Courses (CENTRO)**: UX/UI for Digital Products, Data Visualization, Creativity & Innovation with IA, AI: Digital Products, Agents & Data Analysis.
- **Certification**: LEGO® SERIOUS PLAY® METHOD.

LANGUAGES

- **English**: Advanced