

Sofía Ballesteros Bordon

Mexico City

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Professional Profile

Interactive Designer with a degree from Universidad Iberoamericana and experience in UX/UI, animation, 3D modeling, and exhibition design. Motivated to apply creative and technical solutions that improve interaction and deliver impactful visual content.

Experience

Freelance, Independent Designer – Mexico City

2024 – Present

- Development of websites focused on user experience and responsive design.
- Creation of wireframes and interactive prototypes for clients across different industries.
- Production of animations and motion graphics for digital projects and social media.
- Video editing for campaigns and professional presentations.
- Digital and conceptual illustration for visual identities and creative material.

Concept Artist, Loteria Maldita

Jan 2025 – Jun 2025

- Character design and sprite sheets.
- Contribution to the visual identity and narrative of the game..

2D Animator, Workshop Assistant, and Junior Printmaking Artist

Jan 2023 – Feb 2024

La Ventana del Arte Incluyente Ltd. – Mexico City

- Creation of animations and support in artistic workshops with an inclusive approach.
- Production of printmaking pieces and graphic materials.

Video Mapping and Strategic Designer (Inclusive Exploration)

Jan 2023 – May 2023

Casa Azul Frida Kahlo - Mexico City

- Development of video mapping proposals for exhibitions.
- Improvement of accessibility and visitor experience.

Art Projection Designer, Museo del Virreinato – Tepotzotlán

Sep 2022 – Dic 2022

- Creation of creative projections on artworks.
- Implementation of video mapping to enrich museum experiences.

Web Developer, Huerto Ibero José de Acosta S.A. - Mexico City

Jan 2021 – Dic 2021

- Design and development of a full website (wireframing, UX/UI, front-end and back-end using HTML, CSS, JavaScript, PHP, and MySQL).
- Optimization of accessibility, performance, and responsive design.

Education

Bachelor's Degree **Universidad Iberoamericana**, Interactive Design – Mexico City Jan 2020 – Jan 2024

Skills

Graphic Design: Visual identity and branding, typography, editorial design, layout design.

Web Design and Development (UX/UI): Wireframing, prototyping, user flows, usability testing, digital accessibility, responsive design, interactive prototypes, HTML, CSS, JavaScript, PHP, MySQL, performance optimization, user experience refinement.

3D Art & Modeling: Character and environment modeling, texturing, lighting, rigging, rendering, and asset creation.

Illustration: Concept art, digital and traditional illustration, storyboard creation.

Motion Graphics & Animation: 2D and 3D animation, character animation, visual storytelling.

Game Design: Game UI/UX, level design, visual asset creation.

Video Editing & Post-production: Experience using Adobe Premiere Pro and After Effects for audiovisual content creation and editing.

Languages

English : C1

German: Basic working knowledge