Katalina Vasquez

Product, Brand & UX/UI Designer
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Experience

Product & Brand Designer
Various Clients · 2024 to present · Remote

- Brand identity and design systems for early stage startups, including a Y Combinator backed AI company: competitive research, positioning, logo and logotype design, type systems, and tone of voice guidelines.
- Designed and built client websites in Squarespace, plus social asset systems and written documentation so clients can maintain and scale them without me.
- Product design support across engagements: app icon design, UX feedback on in-development builds, marketing site wireframes, and pitch deck design for fundraising.
- Packaging, product labels, and print collateral for consumer and food brands.

Co-Founder & Founding Designer
SAN Sound · Jan 2022 to Aug 2024 · Remote

- Co-founded a consumer audio startup building SANWEAR, a wireless in-ear monitor line shipped to customers in 37 countries.
- Produced manufacturer-ready production files to millimeter tolerances, including Pantone specs, material callouts, and dielines, coordinating directly with overseas manufacturing through multiple revision cycles.
- Designed packaging and user manuals for the full product line, including FCC and CE regulatory content.
- Led design on partner collaborations including TV Chosun and Supra, plus merch and apparel, email marketing in Klaviyo, social content, and the first versions of the company website and mobile app.

Design Associate
Blockchain Marketing Advisors (BMA) · Mar 2022 to Aug 2022 · Remote

- Redesigned the company website and revitalized the logo as part of a broader refresh of the firm's visual identity, and created graphics and campaign assets for a web3 consulting audience.

Product Designer
WiseSoft, LLC · Nov 2021 to Apr 2022 · Remote

- Product design for LiquidNFTs. Promoted to design lead three months in.
- Worked closely with an engineering team skeptical of design process, finding ways to bring them into the work rather than around it.

UX Designer, Apprenticeship
Blank & Co. · Apr 2021 to Oct 2021 · Los Angeles, CA

- Website and information design for two e-commerce clients in very different categories, industrial casters and luxury fireplaces.

Earlier
Operations Coordinator, What You Didn't See (2022) · Marketing Intern, Funko (2018 to 2019) · Film and service roles, 2017 to 2021, including production assistant and assistant cinematographer. Everyone starts somewhere.

Education & Certifications

Ironhack Design Academy · UX/UI Design, Human Computer Interaction · 2021
Where I learned the skills for a career in something I actually enjoyed. Yes, it was a bootcamp. Yes, it was more thorough and hands-on than my time at a traditional university. I attended on the Uber Scholarship, started during the pandemic, and graduated three months later.

CSU Northridge, Pierce College, Santa Monica College · Mechanical Engineering coursework · ongoing

Certifications: UX/UI Design, Ironhack (2021) · Foundations of Humane Technology, Center for Humane Technology (2021)

Skills

Design Brand identity · Visual identity systems · Packaging design · Production and pre-press files · UX/UI design · Wireframing and prototyping · Typography and type systems · Art direction · Design documentation

Strategy Competitive and market research · Brand positioning · Tone of voice · Audience and persona definition · Pitch and presentation design

Tools Figma · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Procreate · Squarespace · Webflow · Klaviyo · Notion · CapCut · Shapr3D · Autodesk Fusion

Other Manufacturing and vendor coordination · Cross functional collaboration with founders, engineers, and marketers · English and Spanish (intermediate)