

Ana Margarita Cardenes

UX Product Designer

Spoken Languages: Fluent English | Fluent Spanish

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Work Experience

UX Product Design Freelancer

AMD Designs | July 2024 - Present

- **Spearheaded end-to-end UX/UI design** for Spanish-speaking clients, creating culturally sensitive user experiences.
- **Established foundational design systems and UX guidelines from the ground up**, bringing structure, clarity, and consistency to early-stage.
- **Leveraged AI-enabled design tooling** alongside user research to rapidly prototype and test complex.

Client Service Professional

H&R Block - Methuen, MA | Dec 2023 - Jan 2025

- **Navigated a fast-paced, high-pressure environment** during peak season, efficiently managing high-volume client communications. **Optimized operational workflows to handle high-volume demands.**

Graphic Design Intern

The People's Forum - New York, NY | May 2022 - Jul 2022

- **Delivered an award-winning visual research project**, creating immersive from concept to execution.
- **Partnered closely with cross-functional teams** to translate ideas into tangible, experiences, ensuring all designs were highly accessible to diverse, **community-based audiences.**

Graphic Illustrator Volunteer

WordUp Bookstore - New York, NY | May 2022 - Jul 2022

- **Designed engaging promotional visuals** that successfully drove community engagement and increased event attendance.

Marketing Manager

Cardenes Market | Jan 2015 - Mar 2020

- **Led the redesign of the core brand identity**, generating product mockups and digital asset.
- **Directed daily operations and marketing strategy**, ensuring customer service and smooth business workflows.

Education

Master of Professional Studies

Northeastern University - Boston, MA

Graduated December 2025

Degree in Digital Media concentrated in interactive design

Black & Latinx Weber Sandwick Trek

Bachelor of Arts

Salem State University - Boston, MA

Graduated December 2023

Degree in Graphic Design with minor Computer Science

Tri-Alpha National Honors Society Member

Awarded Certificate of Excellence, March 2023

Skills

Design Strategy & Research

B2C / B2B | A/B Testing | Usability Testing | User Research | Information Architecture | Journey Mapping | User interviews | UX Surveys | Systems Thinking | Human-Centered Design | Workflow Design | Culturally Sensitive Design

Visual Design & Prototyping

Rapid Prototyping | Design Systems | Wireframing | Marketing Campaigns | Branding & Identity | AI-Enabled Design Tooling | Typography | Layout Design | Color Theory | Style Guide

Technical / Front-End Knowledge

Responsive Design | Accessibility Standards

Collaboration & Leadership

Cross-functional Team Leadership | Client Management | Design Process Optimization | Stakeholder Communication | Engineering Collaboration |




Tools & Technologies

Design: Figma | Miro | Sketch | Photoshop | Illustrator | InDesign | Adobe Dimensions | XD | After Effects | Premiere Pro | Procreate | Adobe Creative Cloud | InVision | Framer | Slack

Development: Java | Python | HTML5 | CSS3 | GitHub | VS Code | JavaScript | TypeScript | PHP | React | WordPress | Squarespace | Webflow | Node.js



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Awards

Graphic Design Award

March 2023

Acknowledged by Salem State University Art Department for outstanding graphic design skills in executing a research-driven design project involving travel beyond the City.