

SOPHIE BARON

UX/UI & Visual Designer · Design Critique & Evaluation

sofiahbar8@gmail.com | +1 (651) 334-1585 | Minneapolis, MN (Remote)

Portfolio: sophiehbar.com | LinkedIn: linkedin.com/in/sophiehbar | Behance: behance.net/sophiehbar

SUMMARY

UX/UI and visual designer with 4+ years of agency experience designing landing pages, websites, and brand systems for clients across biotech, health, food, energy, and retail. Trained to look past polish and ask whether a design actually works: is the primary action obvious, does the flow waste steps, does the hierarchy guide the eye, is the text readable for everyone? Experienced in redesigning existing interfaces by diagnosing what fails users and explaining why, then presenting clear design rationale to clients and cross-functional teams. Bilingual (Spanish/English) with a clear, structured writing style.

EXPERIENCE

Akimbo Company — Visual Designer

Aug 2022 – Mar 2024 · Bogotá, Colombia

- Designed key visuals, campaign assets, and creative proposals, taking concepts from research and ideation to final execution across digital and print.
- Designed the KOAJ (Permoda) 2022 Integrated Sustainability Report, structuring dense corporate content into a clear, readable editorial layout.
- Reviewed and refined work with creative and strategy teams to keep layouts, typography, and brand systems consistent across deliverables.

Geometry Colombia — Graphic Designer

Feb 2023 – Mar 2023 · Bogotá, Colombia

- Designed advertising, BTL activation, and point-of-sale pieces for Ecopetrol, Allergan Aesthetics, Cenit, and Rolls-Royce, where messages must be read and understood in seconds.
- Maintained brand consistency and visual hierarchy across multi-format campaign deliverables in Adobe Illustrator.

Marketeros Web Agency — UX/UI Designer

May 2022 – Jun 2022 · Bogotá, Colombia

- Designed website mockups, landing pages, and digital assets for international clients, focused on clarity, visual hierarchy, and responsive behavior.
- Translated client goals into interface decisions with marketing and development teams, documenting the rationale behind layout and flow choices.

SELECTED UX/UI WORK · SOPHIEHBAR.COM

- SafeLab — Website Redesign (Biotech lab):** Diagnosed why users couldn't quickly understand the lab's services; restructured information architecture and hierarchy to turn complex scientific content into a clear, trustworthy experience with reusable UI patterns.
- Innovark — Landing Page Redesign:** Redesigned three landing pages to fix weak user flow and hierarchy, making the primary conversion action clear.
- Dejamu — Landing Page System:** Built three templates (promotion, content, registration) with a shared system; simplified the registration form to reduce friction.
- Mental Health Platform — Landing Page UI:** Designed for a sensitive audience with a calm visual language, progressive disclosure, and spacing and typography chosen for readability and trust.

EDUCATION

Universidad Nacional Abierta y a Distancia (UNAD) — Multimedia Engineering, Undergraduate Studies

2020 – 2026

SKILLS

Design evaluation: Usability heuristics, user flows, visual hierarchy, typography, layout & grid, accessibility & readability (contrast, legibility, type scale), consistency, design critique & written rationale

UX/UI: Wireframes, prototyping, information architecture, responsive design, design systems, UX research, interface & web design

Visual: Brand identity, editorial design, art direction, digital content, photography, video editing

Tools: Figma, Adobe Illustrator, Photoshop, InDesign, XD, Lightroom, Premiere Pro, Miro, Trello, Asana, Monday, Google Workspace

Methods: Design Thinking, Agile/Scrum, Kanban, creative strategy

Languages: Spanish (Native) · English (Professional Working Proficiency, living in the US since 2024) · German (Basic)