

# Belén Longhi

Throughout my career, I've worked at small studios and advertising agencies, designing for all kinds of clients. I always strive to find the perfect balance between usability and aesthetics in every project. Additionally, my experience with HTML and CSS complements my UI design work, allowing me to deeply understand how interfaces are built and function.

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## Education

MAR 2012 - DEC 2013

### Webmaster (IDT Paraguay)

JUN 2012 - DEC 2012

### Graphic Design (IDT Paraguay)

CURRENTLY

### Google's UX Design Certificate

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## Skills

Web + UX / UI Design

Digital & Visual Identity Design

Adobe Creative Suite

Sketch + Figma

HTML & SASS

Spanish / English

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## Experience

NOV 2018 - PRESENT

### Freelancer

I work independently, handling all kinds of digital design projects and website development.

JUL 2022 - OCT 2024

### 451°

We worked on interface design, brand identity, and visual communication projects for various clients, with a strong focus on our collaboration with Visa CA, Visa University y Visa LAC.

NOV 2016 - NOV 2018

### Visual Designer (Agencia Moderna Py)

I was mainly responsible for the design and development of websites. I also handled various daily graphic design requests, such as social media content, stationery, and printed materials for campaigns. Some of the clients I worked with include Tigo, Itaú, Samsung, and Petrobras.

JAN 2015 - APR 2016

### UX / UI Designer (Teixidó & Co.)

I worked on large and complex projects, such as digital media platforms and home banking. I was also part of the development team, performing front-end tasks. We used agile methodologies and regularly conducted design sprints. During this time, I started learning and growing in the field of user experience.

JUL 2014 - DEC 2014

### Digital Designer (Biedermann Publicidad)

I was part of the digital department, where I was mainly responsible for designing social media campaigns, some print projects, and occasionally web design.

AUG 2012 - JUL 2014

### Web Designer & Front-end Developer (Nosotros HQ)

I started as an intern and, over time, became responsible for most web design and front-end development projects.