

About me

Looking for UX solutions that make a difference? **I'm in!**

I'm a **UX Product Designer** who loves crafting experiences that connect with people. My experience as a **graphic designer and clinical psychologist** allows me to adapt the constant user needs into business goals, while still providing a deep understanding of human behavior and motivations.

Throughout my career I've worked with User Centered Design (UCD), Design Thinking, Lean UX and Agile methodologies. I've been able to write microcopy, develop content strategies, create content maps, conduct user interviews and observations, build user personas, and perform usability tests, along other techniques.

Experience

Coppel SA de CV

UX Writer | 10/2023 - Present

Principal Designer of the Content Unit for Grupo Coppel's "Coltrane" design system. Creation of user-centered digital content, while collaborating with design and development teams, blending writing practices with user research insights, all aimed at fulfilling both user needs and business objectives.

Innovation Lead (design and communication specialist) | 08/2019 - 10/2023

Development and implementation of Innovaction, Knowledge Innovation Management platform. Graphic advice, design of corporate presentations, manuals, journeys. In charge of internal communication, campaigns, press releases and cultural events in the area.

Hospital Pediátrico de Sinaloa

Weekend On-Call Child Clinical Psychologist | 09/2022 - Present

Psychological first aid to patients and families, and specialty consultations.

Grupo El Rey

Graphic designer | 01/2018 to 08/2019

Corporate identity, advertising, social networks, events, stationery, facade and billboards. Quotations with suppliers for printing.

Grupo Visual

Graphic designer and Saleswoman | 11/2016 to 01/2018

Advertising design, digitization. Customer quotes, visit with new clients to show product samples and sales work.

Vision Clean

Graphic designer, assistance in sales | 08/2015 to 10/2016

Logos, packaging and advertising design. Development of new projects with CNC. Customer service, quote and billing.

Education

Master in Clinical Psychology

Universidad Golfo de California | 2020 to 2021

Bachelor in Psychology

Universidad Autónoma de Sinaloa | 2010 to 2015

Bachelor in Design Advertising Graphic

Universidad Tecnológica de Sinaloa | 2008 to 2012

Additional training

UX Research y Behavioral Design

UX Research MX by Darinka Buendía | 2025

UX Research 2.0

Collab-UX by Carlos Parra Ventura | 2025

Lean UX: User-centered design elements

Sperientia Academy | 2024

UX Research Workshop

Instituto Tecnológico Autónomo de México | 2021

Creative Leadership Journey

School of change | 2021



Irene Bustillo

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Profile & Portfolio

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Hard skills

- User testing
- Content research & analysis
- Innovation methodologies
- Prototyping & wireframing Tools
- Design system

Soft skills

- Critical thinking & problem decomposition
- Solution-oriented mindset
- Storytelling & narrative development
- Continuous learning

Languages

- Native Spanish
- Business English
- Basic French