

**Last update: April 1st, 2024. For any updates, please feel free to contact me directly.**

# Gustavo Javier Santamaría

Product Designer and Educator

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Portfolio Website: [www.guxarts.com](http://www.guxarts.com)

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**Languages:** Spanish (native), English (native), Portuguese (Intermediate reading and listening)

**IT & Design tools:** Figma, Miro, WordPress, Canva, Adobe CC, Microsoft Office, G-Suite, Moodle, MS Teams, Zoom

## Introduction

With over nine years of teaching experience and a background as a bilingual, bicultural Ecuadorian-American who grew up in NYC and Ecuador, I bring a versatile skill set that has seamlessly transitioned into UX over the last three years. My ability to bridge cultural divides and communicate effectively in English and Spanish enriches collaboration and fosters inclusive design practices. Beyond the classroom, I have cultivated invaluable communication, adaptability, and problem-solving skills, essential for crafting intuitive and user-centric design solutions.

## Education

*Master of Arts in User Experience Design (UXD).* Completed in Spanish **January 2024**  
Universidad Internacional de la Rioja (UNIR). Logroño-Spain

*Master of Science in Neuropsychology and Education.* Completed in Spanish **August 2020**  
Universidad Internacional de la Rioja (UNIR). Logroño-Spain

*Bachelor of Arts in Philosophy and Psychology (+sociology courses)* **June 2015**  
University at Buffalo, the State University of New York (SUNY). Buffalo, New York-United States

## Professional Certificates

- Google UX Professional Certificate **April 2024**
- Certificate in Vocational and Professional Guidance from an Interdisciplinary Approach, Pontificia Universidad Católica del Ecuador (PUCE) **August 2021**
- CELTA (Cambridge Certificate in Teaching English to Speakers of Other Languages) **May 2018**

## Professional Experience

*UX Researcher, UI/UX Designer, Writer, and No-Code Web Developer. (Remote)* **July 2021 - Present**  
Guxarts.com

- Established and maintained the Guxarts portfolio website, showcasing research-driven design projects and highlighting UX research and design expertise.
- Led end-to-end UX research and design initiatives for various projects, managing all research phases, including planning, data collection, and analysis.
- Conducted in-depth user research, employing various methods, including interviews, surveys, and usability testing, to uncover actionable insights and inform design decisions.
- Designed intuitive and visually appealing interfaces for web and mobile applications, incorporating research findings to create user-centric solutions.
- Developed wireframes, prototypes, and user flows to visualize design concepts and iterate on solutions based on user feedback and usability testing results.
- Expanded the scope of the Guxarts personal website portfolio to include diverse content showcasing skills and interests in technology and society.
- Initiated the creation of new website sections for future projects, including instructional design, blogs, and educational videos focusing on UX and psychology for the Spanish-speaking audience.

*English Language Fellow at Harran University* **November 2022 – July 2023**

U.S. Department of State English Language Programs. Sanliurfa-Türkiye

- Promoted the relationship between the United States and Türkiye by networking with local educators from around the country at events and school visits.
- Delivered university preparation courses while promoting English language education through a public diplomacy initiative.

- Planned and conducted teacher training workshops to help educators incorporate educational technology into the classroom.
- Managed a budget of \$ 5,500 for program activities, including cultural exchange with students and their families.
- Completed the fellowship remotely from the capital, Ankara, after the 7.6 and 7.2 earthquakes on February 6, 2023, forced relocation.

***Academic Translator (Hybrid)***

**June-December 2022**

Escuela Superior Politécnica de Chimborazo (ESPOCH)

Instituto de Investigación (IDI). Riobamba-Ecuador

- Collaborated and communicated with researchers from different departments to ensure accurate translations.
- Translated and proofread academic research papers from Spanish to English using various computer-assisted tools.
- Researched technical and industry terminology, maintaining text accuracy through multiple revision rounds.

***University EFL Teacher***

**October 2016 – May 2022**

Escuela Superior Politécnica de Chimborazo (ESPOCH)

Extensión del Centro de Idiomas, Cambridge Exam Prep Center. Riobamba-Ecuador

- Collaborated with fellow instructors at the term's outset to establish teaching objectives and conducted mid-term and end-term meetings to monitor progress.
- Delivered English courses to Spanish-speaking university students (50-70 per term), focusing on levels A2-B2.
- Implemented student assessments twice per term, including friendly interview-style speaking evaluations that reduced evaluation-related anxiety.
- Demonstrated proficiency in managing and troubleshooting the Cambridge Learning Management System (LMS) for enhanced teaching experiences.
- Provided comprehensive training sessions for educators and students to utilize the LMS platform effectively.

***Online ESL Teacher***

**Aug 2020 - Dec 2021**

VIP Kid. Beijing-China

- Conducted one-on-one English instruction sessions with young language learners in China, focusing on ages 4-15.
- Facilitated the development of speaking, reading, and writing skills through interactive sessions.
- Communicated effectively with parents via platform emails, addressed inquiries, and provided progress updates on students' learning journey.
- Held certifications for Beginner-Upper Intermediate (levels 2-6), Free Talk, Grammar, and Vocabulary.

***EFL Teacher/FCE Trainer***

**May 2015 – November 2019**

Universidad San Francisco de Quito

Instituto de Lenguas Extranjeras (ILE). Riobamba-Ecuador

- Trained students 14-50 years old for the Cambridge English Assessment FCE International Exam. (15-24 Students per term)
- Taught intermediate-advanced classes for students of all age groups. (B1-C1)
- Created all lesson plans, exams, and activities to foster communication skills.
- Developed cultural immersion projects for students, including song competitions, dances, food fairs, and other activities.

***Research Assistant (STATE Study)***

**Aug 2013 - May 2014**

University at Buffalo, the State University of New York

UB Psychology Dpt. Health and Emotions Lab. Buffalo, New York- United States

- I completed the Human Research- Social and Behavioral Research Investigators course (ID 1363) at CITI Programs.
- Provided support and guidance to research participants, ensuring a positive experience.
- Handled participants' consent forms and led debriefing sessions focusing on confidentiality.
- Established efficient archival processes to protect sensitive participant data.
- Managed technical issues with research computers, ensuring smooth operation and data integrity.
- Actively participated in collaborative meetings with the research team, contributing insights and fostering cooperation.