

DIEGO CAMPOS

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EXPERIENCE

RUTEK | UX/UI · Mobile App

Graduation Project · Accenture collaboration · Jan – Jul 2025

- Led end-to-end UX/UI design of a mobile application aimed at improving the public transport experience through real-time information and clearer decision-making for frequent users.
- Conducted qualitative user research and field observations; translated insights into structured information architecture and intuitive user flows.
- Built high-fidelity interactive prototypes in Figma and validated the solution through usability testing and stakeholder feedback sessions, ensuring alignment with real user needs and context.
- Managed project timeline, documentation, and presentation deliverables across academic and industry stakeholders.

ReStart | UX/UI · Social Impact

Academic Exchange · HfG Schwäbisch Gmünd · Feb – Jul 2024

- Conducted UX research with probation professionals and field experts to identify communication challenges and guidance gaps for young offenders in the German justice system.
- Designed distinct user flows and interactive prototypes for two separate user groups (probation helpers and young offenders), enabling effective validation and iteration cycles.
- Developed a user-centered solution with a strong focus on clarity, accessibility, and sensitivity within a complex rehabilitation context.
- Collaborated within a multicultural, multilingual team, strengthening cross-cultural communication and adaptive problem-solving in a fully immersive international environment.

Drop Dot – Brandbook | Visual Identity · Branding

Academic Project · Aug – Nov 2022

- Designed a comprehensive and scalable visual identity system including typography hierarchy, color palette, grid layout, and UI component library.
- Ensured consistency across digital and physical brand touchpoints, delivering a complete brandbook with usage guidelines for multi-format application.
- Applied systematic design thinking to ensure the visual system remained coherent and adaptable across diverse production contexts.

Panafrican Muntú Congress | Visual Design · Manufacturing

Academic Project · Aug – Nov 2023

- Developed a culturally sensitive and aligned visual communication system for a large-scale multicultural congress event.
- Adapted the visual language across multiple production formats (print, digital, signage), ensuring brand consistency and cultural relevance throughout all materials.
- Coordinated design decisions with production constraints across different manufacturing processes, balancing creative vision with technical feasibility.

EDUCATION

Instituto Tecnológico de Costa Rica

B.S. Industrial Design Engineering
Feb 2020 – Nov 2025

HfG Schwäbisch Gmünd

Exchange — Interaction Design
Mar 2024 – Jul 2024 · Germany

SKILLS

UX Research & Strategy

- User Research · Usability Testing · User Flows
- Information Architecture · Design Thinking

UI & Visual Design

- Design Systems · Auto Layout · Prototyping
- Wireframing · Branding · Visual Identity

Soft Skills

- Assertive Communication · Conflict Resolution
- Active listening · Attention to detail
- Adaptability · Leadership

Tools & Software

- Adobe Suite · Microsoft Office 365 · Figma
- Google Analytics · Notion · Capcut

Complementary

- Prompt Engineering · AI-assisted UX
- Storytelling · Metric Analysis · Digital Marketing
- Video editing · Social media content

CERTIFICATIONS

Digital Product — Colectivo23

Top performer · Design thinking, product mindset & storytelling · 2025

Digital Marketing & E-commerce – Google

Strategy, analytics, brand management & digital positioning · 2026

Figma Advanced – Espacio UX

Design Systems, Auto Layout & advanced prototyping · 2026

LANGUAGES

Spanish — Native

English — Professional

German — Conversational