

ARANTXA NICOLLE LITUMA HERNANDEZ

Product Designer | UX Researcher | B.S. Architecture

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EDUCATION

THE OHIO STATE UNIVERSITY (Columbus, OH)

Bachelor of Science in Architecture | Minor: Fashion & Retail Studies | May 2025

- **GPA:** 3.47 / 4.00 | **Honors:** Lajos & Wilhelmina Szabo Architecture Scholarship (Design Excellence).
- **Leadership:** Selected Board Member of the DEIA Committee (1 of 3 students chosen among 900+).
- **Relevant Coursework:** AI x Design Thinking (IDEO), Systemic Design, Digital Fabrication.

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE (Coursera) 2024Specialization in UX Research, Wireframing, and Information Architecture (IA).

WORK EXPERIENCE

DERMAWARE PERÚ | Junior Product Designer (Volunteer)

Lima, Peru | Remote (Founding Team)

Nov 2025 – Present

Strategic Partnerships & UX: Secured and managed strategic alliances with Fortune 500 leaders like ISDIN, integrating clinical education into digital consumer journeys to drive market expansion.

- End-to-End Event Coordination: Planned and executed brand events and digital launches, ensuring a seamless user experience across physical and digital touchpoints.
- Squad Collaboration: Collaborated with a specialized squad of 20 professionals to streamline delivery speed and maintain strict brand governance across all digital platforms.
- User-Centered Redesign: Led the UI/UX redesign of the B2B/B2C ecosystem, implementing AI-driven logic to simplify complex medical workflows for a scaling user base.

LITO INVERSIONES | Junior Product Designer

Lima, Peru | Remote

Oct 2025 – Present

E-commerce Design: Designing the end-to-end user experience for an official B2B platform, including wireframing and high-fidelity prototyping.

- UX Research: Conducting market research and competitor analysis to define the digital value proposition for international users.
- Photography & Assets: Executing professional product photography and defining the UI/UX architecture to ensure a modern digital presence.

FOXP1 INTERNATIONAL FOUNDATION | UX Researcher & Designer (Volunteer)

Charlotte, NC | Remote

Aug 2025 -Oct 2025

Information Architecture: Led a comprehensive structural audit of the global donor engagement platform, utilizing systemic design principles to reduce cognitive friction and optimize navigation.

- User Research & Testing: Conducted rigorous usability testing and heuristic evaluations to align digital assets with global non-profit standards.
- Digital Narrative Strategy: Redesigned the foundation’s storytelling framework, removing friction points in the user journey to drive deeper emotional connection and donor conversion.

THE OHIO STATE UNIVERSITY - Textiles Teaching Assistant

Columbus, OH

Jan 2025 – May 2025

Technical Instruction: Selected by faculty to assist in material science and textile design courses, mentoring students on fabric properties and durability.

PROJECTS & INNOVATION

Lumina Skin (AI UX Case Study): Engineered a 3-tier AI triage system for e-commerce, achieving a 70% projected user retention rate during validation testing.

Textile Soy Challenge (2024 Winner): Awarded for excellence in material innovation and sustainable garment fabrication.

ADDITIONAL INFORMATION

Languages: Spanish (Native), English (Fluent), French (Basic).

Technical Skills: Figma (Advanced), Adobe Creative Suite (Ps, Ai, Id), AutoCAD, Rhino 7, Notion.

AI Proficiency: Prompt Engineering, Generative AI for Prototyping (MidJourney, LLMs), Logic-based UI patterns.

Work Eligibility: US Citizen | Eligible to work in the US with no restrictions.