

Arantxa Lituma, UX/UI Designer

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Charlotte, NC

Education

Architecture BS

Columbus, OH 2022-2025

The Ohio State University
Bachelor of Science in
Architecture

Minor: Fashion & Retail Studies.

Honors: Lajos & Wilhelmina Szabo
Architecture Scholarship for Design
Excellence.

Leadership: DEIA Committee Board
Member (1 of 3 students selected out of
900+).

Relevant Coursework: AI x Design
Thinking (IDEO), Systemic Design,
Digital Fabrication.

Google UX Design

Professional Certificate (2025)

- Specialization in UX Research,
Wireframing, and Information
Architecture (IA).

Skills

High-Fidelity Wireframes

Interactive Prototyping (Figma).

User Testing, Interviewing Affinity
Mapping.

High-Fidelity Wireframes

Interactive Prototyping (Figma).

User Testing, Interviewing Affinity
Mapping.

Design Systems & UI Kit

Design Workshop Facilitation.

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Full-Cycle Brand Identity & Naming.

Visual Storytelling & Brand Guidelines.

Print & Digital Asset Design.

Technical & Structural (The "BS in
Architecture" Edge)

Systems Thinking & Spatial Logic.

Web Development (Squarespace,
Wix, Figma).

Tools

Figma Design Illustrator

ChatGPT Photoshop

Gemini Canva

Figma Sites Webflow

Languages

Fluent in English & Spanish

Interests

Fashion, Tech, Beauty, makeup

Work Experience

Web Designer & Brand Strategist / Lito Inversiones

US, Remote / Oct 2025-Present

- 360° Brand Modernization & Strategy: Orchestrated a complete rebranding for a legacy manufacturer, conducting comprehensive market research and competitive gap analysis to redefine their value proposition for the modern B2B market.
- Created a complete brand identity and naming system from the ground up, developing detailed guidelines to ensure visual consistency across all digital and physical touchpoints.
- Developed and launched a fully responsive site in Squarespace, collaborating with SEO engineering to ensure high-performance scalability and search visibility.
- Engineered a digital ecosystem focused on customer acquisition, resulting in an 80% increase in lead generation and a 200% boost in traffic within the first quarter post-launch.

Lead Brand Designer & UX Researcher / PawPal

US, Remote / Nov 2025-Jan 2026

- Led comprehensive market and UX research to identify pain points in pet-health data management, defining the strategic foundation for a new digital startup.
- Conceptualized and executed the complete brand identity, including naming, typography, and a 40+ page brand manual to ensure cross-platform scalability.
- Developed the structural logic and user flow for a "Digital Passport" ecosystem, translating fragmented medical data into an intuitive, functional navigation system.
- Designed interactive, high-fidelity mockups in Figma to test user journeys, prioritizing accessibility and rapid data entry for pet owners.
- Applied architectural principles to digital design, ensuring the brand and product architecture can evolve as the startup scales its service offerings.

UX Researcher & Designer / International Foxp1

US, Remote / Aug 2025 - Oct 2025

- Conducted a comprehensive structural audit of the global donor engagement platform using Google Analytics and Wix Analytics to identify event-tracking gaps and optimize user behavior data.
- Redesigned the information architecture (IA) to reduce cognitive friction, successfully flattening the navigation hierarchy to increase the visibility of primary "Donate" and "Join Registry" CTAs.
- Executed a heuristic audit and competitive benchmarking study to identify site performance disparities, leading to a mobile-first strategy that addressed a 15% mobile engagement deficit.
- Facilitated alignment workshops to define key performance indicators (KPIs) and optimized the brand storytelling framework to improve cross-functional collaboration and donor conversion.

Brand Strategist & Social Media Manager/Assist Me

Charlotte NC / June 2025 - Nov 2025

- Led the 2025 Giving Tuesday strategy, coordinating cross-platform efforts that significantly drove donor engagement and organizational visibility.
- Designed comprehensive brand systems from scratch, ensuring a unified visual language and consistent messaging across all digital touchpoints.
- Conceptualized and created high-impact visual assets to translate complex organizational missions into compelling, human-centric narratives.

Textiles Teaching Assistant / The Ohio State University

Columbus, OH / Jan 2025-May 2026

- Selected by faculty to assist in material science and textile design courses, mentoring students on fabric properties, structural integrity, and durability.
- Guided students in understanding the relationship between material constraints and design outcomes, mirroring the logic used in digital design systems.
- Managed classroom workflows and provided technical feedback, demonstrating the strong communication skills required for cross-functional design collaboration.