

# ANA LUCIA GARCIA ANZURES

luciadharmayoga@gmail.com | +1 786-464-7723 | The Woodlands TX  
ana\_lucia9@hotmail.com

---

## SUMMARY

With a solid foundation in psychology, I bring a unique perspective to UX/UI research and design, seamlessly blending human behavior insights with intuitive digital experiences. My passion lies in leveraging my expertise to support small businesses through freelance work, where I strive to create impactful solutions that resonate with both users and clients alike. Whether it's crafting engaging interfaces or conducting user-centric research, I am dedicated to enhancing the digital landscape while empowering businesses to thrive in an ever-evolving market.. Strong organizational skills coupled with excellent communication abilities to coordinate activities, and facilitate processes and workflows.

## SKILLS

Research methods, Assessment tools, Data Analysis, Ethics and Confidentiality, Journey Mapping, User Persona Development, Research Tools, Prototyping, problem-solving, Collaboration, Empathy, Service Design.

---

## WORK EXPERIENCE

### Freelance UX/UI Design

Sep 2023 - Present

- Small business focused - helping build an online presence
- UX Research & Strategy
- UI design in user-friendly platforms that ensure client usability after finishing the project providing them the tools to keep growing their business with SEO

### Project Growth Manager Intern at Valley Hills Mx.

Oct 2023 - Dec 2023

- E-commerce Amazon and Mercado Libre stores administration
- Ensured Customer service met store standards and metrics
- Designed workflows for Operations and Buy Departments
- Managed logistics process
- Quantitative and Qualitative KPIs

### Operations Analyst at Schryver Logistics USA

June 2022 - Jan 2024

- Service Design and Operations analysis
- Monitoring and evaluation process performance, feedback, and change implementation to ensure the workflow functionality and company's objectives were aligned with performance.
- Process design and operations analysis for sea shipments
- Organizing and supervising documentation for FMC regulation
- Administrative assistance with payroll and accounting department

**Children Care Program Coordinator at DIF****Oct 2016 - Sep 2018**

- Mexican Government Institution (Non-Profit Organizations and Programs)
- Provided social assistance to children and teenagers from 0 to 18 years total or partial orphans and victims of domestic violence in the meantime of their legal status determination for a possible family reintegration or adoption process.
- Facilitated the integral development of the assisted kids, and we periodically applied psychological tests and family interviews to collect information for possible reintegration.
- Design of activities and schedules for the day-to-day life of the kids inside the facility
- Managed and led a team of 30 people to standardize processes and provide constant continuing education and training.

---

**EDUCATION****Bachelor of Psychology - Universidad Regiomontana  
Campus Monterrey NL Mexico****End Aug 2016****UX/UI Design - University of Texas at Austin****End Nov 2023****Digital Marketing & E-commerce - Google Career****WIP**

---

**SOFTWARE****Adobe XD, FIGMA, Miro, UsabilityHub, User Interviews,  
Microsoft Office, GitHub, Visual Studio**

---

**PERSONAL  
INTERESTS****Activities that I liked to create and be involved**

- Teaching Trauma-Informed Yoga to children and veterans in a Mental Health Clinic in The Woodlands.
- Designing, creating, and sharing holistic experiences like Yoga Retreats in Mexico, Meditation-yoga workshops, and Energy Activation sessions for healing the subtle energy body.
- Leading women's circles to support women in their healing journeys
- Spending time with my daughter practicing yoga and doing activities with our pets