

# Ximena Vila Ferral

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## Experience Designer

*¡Hola! I'm Ximena (He-Men-Ah),* a bilingual designer with over 8 years of experience across graphic and web design. I blend design and development to deliver visually compelling, accessible, and technically sound solutions. I prioritize early collaboration and stakeholder alignment to ensure results that meet both user needs and business goals.

## Experience

### Web & Graphic Designer

**Freelance** – March 2015 - Present

- Designed and built websites as well as brand assets for small businesses and organizations across various industries.
- Delivered tailored print and digital solutions that supported client goals and improved brand perception.

### Brand & Product Designer

**The Astro Technology Company** – January 2023 - June 2023

- Extended a refreshed brand across digital platforms, enhancing visual consistency and recognition.
- Created social and blog graphics to support product visibility and growth initiatives.
- Designed and iterated on web experiences and microsites aligned with user needs and product goals.
- Introduced a structured design documentation process to streamline cross-functional collaboration.

### Web Designer & Developer

**University of Texas at San Antonio** – March 2021 - December 2022

- Led the development of a university-wide design system that enhanced accessibility, brand consistency, and usability, and empowered departments to create their own solutions confidently.
- Redesigned and updated key web pages, resulting in a clearer and more cohesive user experience.
- Designed high-impact microsites for recruitment and strategic campaigns under tight deadlines.
- Partnered with other departments to launch brand-compliant sites, increasing adoption of the design system across the university.

### Production & Web Designer / Developer

**Benson Design Associates, Inc.** – August 2015 - March 2021

- Helped transition the agency from traditional branding to a digital-first design model.
- Designed and launched 50+ client websites, guiding projects from discovery to deployment.
- Produced print, branding, and social media campaigns that supported client visibility and growth.
- Mentored team members and improved internal workflows for design and developer handoffs.

## Education

### University of the Incarnate Word

**BFA in Graphic Design** | May 2015

## Volunteer

### AIGA San Antonio

**Board Member (Dir of Community Outreach, Dir of Operations, Chapter President)** | 2018 - Present

