

Bárbara Smok Espejo

UI/UX and front-end designer with 10+ years creating websites and digital products for creative, cultural, and service-oriented companies in Chile, Canada, and internationally. I work from research and user flows through to the design system and final interface in Figma, and take the design to production myself in Webflow, Framer, or WordPress (Elementor Pro, JetEngine, ACF). That means fewer handoffs, fewer revision rounds, and a site that looks like the approved design. Much of my career has been remote and in English with North American agencies, coordinating with developers and project managers across distributed teams.

PROFESSIONAL EXPERIENCE

UI/UX & Web Designer — Independent

Smok Studio — Viña del Mar, Chile | 2025 - Present

- Design and development of custom websites in Framer, Webflow, and WordPress/Elementor Pro for creative and service brands.
- End-to-end project management: discovery, UX/UI design in Figma, front-end development, CMS setup, and deployment.
- Implementation of dynamic content systems with JetEngine (CPT, relationships, query builder) and ACF.
- Simultaneous maintenance of multiple client sites in HTML/CSS/JS with Git workflows.
- Clients: Cueca Films, Montec, Barrio Las Parras, Viobact, among others.

UI & Front-End Designer — Contract

Breeze Digital — Cranbrook, BC, Canadá (Remoto) | 2021 - 2026

- Front-end design and development for agency clients in tourism, hospitality, and outdoor lifestyle.
- UX wireframes, visual design systems, and interactive prototypes aligned with client business goals.
- Direct coordination with project managers and developers to ensure design-to-development fidelity and on-time delivery.
- Projects: Woodlands at Wildstone (Webflow), Queen Charlotte Lodge (WordPress), Sea Kayak Baja (WordPress).

Graphic & Web Designer — Contract

Koocanusa Publications Inc. — Cranbrook, BC, Canadá (Remoto) | 2013 - 2024

- Design and development of websites for regional publications in WordPress, including custom themes and page templates.
- Wireframes and interactive prototypes to define layout and user flow before development.
- Gathering and evaluation of requirements with editorial teams.
- Advertising pieces for print magazines, newspapers, trade shows, and marketing collateral.

Graphic & Visual Designer — Contract

GIZ — Deutsche Gesellschaft für Internationale Zusammenarbeit — Santiago, Chile | 2019 - 2021

- Design and rollout of visual communication strategies for GIZ's Energy Promotion programme, in partnership with Chile's Ministry of Energy and Ministry of the Environment.
- Reports, infographics, editorial material, and digital assets under international brand guidelines.
- Work in a bilingual environment with German-standard review processes.

Graphic & Editorial Designer — Independent

Wild Horse Creek Press — Cranbrook, BC, Canada (Remoto) | 2014 - Present

- Layout and design for independent press titles: Forgotten Cranbrook, Koocanusa Burning, and Abandoned Kootenays, by Keith G. Powell.

EDUCATION

Full Stack JavaScript Development	Desafío Latam	2023 - 2024
Front End Web Development Techdegree	Treehouse	2018 - 2020
Diploma in Illustration	Universidad de Chile — Santiago, Chile	2017
Digital Arts & New Media	Selkirk College — Nelson, BC, Canada	2011 - 2013

SKILLS & TOOLS

UI/UX Design

Wireframing, prototyping, user flows, design systems, component libraries, responsive design

Figma

Global styles, reusable components, variants, auto-layout, prototyping, plugins and integrations, Figma Slides

Adobe CC

Illustrator, Photoshop, Lightroom, InDesign, Express, Firefly

Accesibilidad

WCAG 2.1, WAVE, accessibility auditing

Front-End

HTML/CSS/JavaScript custom

Dev Tools

VS Code, GitHub, Transmit, CyberDuck, Cloudflare, cPanel

CMS & Platforms

WordPress, Webflow, Framer — CMS collections, reusable components, global styles, theme builder, page templates, eCommerce, plugins and integrations, custom code blocks. WordPress also includes: Elementor Pro, JetEngine, ACF.

Editorial & Print

InDesign, QuarkXPress, Canva, Express

Analytics & SEO

Google Analytics, Google Tag Manager, technical SEO

Email Marketing

MailerLite, Mailchimp

Formularios & Embeds

Elfsight, formularios de contacto, integración de widgets de terceros

Collaboration & PM

Asana, Notion, Slack, Microsoft Teams

Languages

Bilingual: Spanish (native) — English (advanced)

AI in the workflow

Claude and ChatGPT for front-end logic and code debugging • prompt engineering for UX flows • Adobe Firefly and Figma AI for visual generation • automation of repetitive design tasks.

CONTACT

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Viña del Mar, Valparaíso Region, Chile.
Available for remote and hybrid work, on-site in Santiago up to 3 days per week.
Open to relocation.