

María Mena Arjona

UX/UI Designer | Psychology & Behavioral Science

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Portfolio: <https://marianmena.com/en> LinkedIn: <https://shorturl.at/EfV41>

SUMMARY

UX/UI Designer transitioning from 7 years as a clinical psychologist, bringing a behavioral science foundation to human-centered product design. Recently completed a Master's in UX/UI Design, combining user research, behavioral insights, and visual design into thoughtful digital experiences. Skilled at identifying patterns in complex human behavior and turning them into clear, actionable structures, a mindset built through years of clinical assessment, now applied to product and UX problems.

SKILLS

- **UX:** User Flows, Information Architecture, Wireframes, Journey Mapping, Usability Testing
- **UI:** Design Systems, Prototyping, Accessibility (WCAG), Responsive Design
- **Research:** User Research, Benchmarking, Interviews
- **Methods:** Design Thinking, A/B testing
- **Tools:** Figma, Adobe CC
- **AI:** Chat GPT, Gemini, Claude

SELECTED PROJECT

Bumi — AI-powered mental wellbeing companion

UX/UI Design · Product Design | Team Leader

2026

CASE STUDY: <https://marianmena.com/en/case-studies/bumi>

Led a 4.5-month master's project designing an AI-powered wellbeing app that helps young people build sustainable emotional habits through gamification and behavioral reinforcement, combining my clinical background with hands-on UX practice for the first time.

- Directed the end-to-end process: research, benchmarking, information architecture, prototyping, and usability testing.
- Ran user interviews and competitive benchmarking to define core needs around mental health apps, then translated behavioral principles directly into product decisions.
- Translated psychological and behavioral principles into product and interaction decisions.
- Designed Bumi, an evolving AI companion using behavioral reinforcement to make emotional progress visible and sustain engagement.
- Refined navigation, hierarchy, and content clarity through iterative usability testing.
- Delivered the design system, wireframes, high-fidelity UI, and an interactive Figma prototype.

PROFESSIONAL EXPERIENCE

Clinical Psychologist, Humind Care A.C. | Mexico

2024–2025

- Designed and delivered workshops and behavioral content for audiences of 200+, translating complex psychological concepts into clear, accessible formats, a direct parallel to UX content and communication design.
- Conducted in-depth interviews and behavioral observations to identify underlying patterns and unmet needs, applying qualitative research methods directly transferable to user research.
- Synthesized complex behavioral data into actionable insights, similar to translating research findings into design decisions.
- Supervised clinical cases and junior team members, providing structured feedback, building experience in mentoring and collaborative decision-making.

Clinical Psychologist, Private Practice | Remote

2022–2026

- Provided remote support through a digital platform, gaining first-hand insight into how users interact with and experience digital health products.
- Conducted structured assessments to identify individual needs and goals, using a diagnostic, user-centered approach mirroring UX discovery and needs analysis.
- Created psychoeducational content that adapted technical concepts into accessible, engaging formats for a general audience, similar to UX writing and content design.

Clinical Psychologist, Comenzar de Nuevo A.C. | Mexico

2019–2022

- Delivered individual and group support, including crisis intervention, developing strong skills in empathy-driven problem-solving under pressure.
- Conducted structured assessments and diagnostics, building a foundation in systematic, evidence-based evaluation.
- Supervised interns, developing early experience in mentoring and knowledge-sharing.

EDUCATION

Master's in Graphic Design and UX/UI Design

Aula Creactiva | Madrid

Oct 2025–Jun 2026

Master's in Contextual Therapies

Madrid Institute of Contextual Psychology | Madrid

2022–2023

Specialization Course in Dialectical Behavioral Therapy (DBT)

DBT Iberoamérica | Online

2021–2022

Bachelor's Degree in Clinical & Health Psychology

Tecnológico de Monterrey | Mexico

2014–2018

LANGUAGES

Spanish — Native
English — C1