



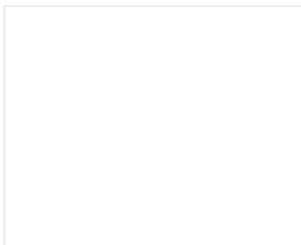
Yuribeth Molina

UX & Product Designer · Lovable Builder · AI / Automation Strategist

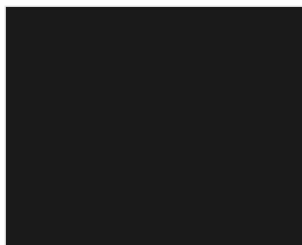
OVERVIEW

Independent practice based in Munich, serving clients in the US, EU and LATAM.
Trilingual: English, Spanish, German. Editorial, monochrome minimal aesthetic.

COLOR PALETTE



Paper
#FFFFFF
Background



Ink
#1A1A1A
Foreground / type



Terracotta
#D9542B
Accent / CTAs



Muted
#6B6B6B
Secondary text

TYPOGRAPHY

SORA · EDITORIAL DISPLAY

Uppercase, wide tracking for headings. Sentence case for body.

DISPLAY / H1

Design that compounds.

HEADING / H2

Outcome-first case studies.

BODY

Clean typography, generous whitespace, terracotta accents only where they earn attention.

CAPTION

Munich · Trilingual · Remote

BRAND KIT · PRINCIPLES

VOICE & TONE

Calm, precise, outcome-driven. Speak as a senior independent designer, not a job-seeker. Trilingual, but never code-switch mid sentence. Avoid hype. No em dashes (use commas or colons instead).

DO

- + Pure white backgrounds.
- + Real client screenshots.
- + Outcome-first: Problem, Action, Result.
- + Terracotta as a single accent.
- + Sora uppercase for titles.
- + Figma, Lovable, Claude, Miro, ManyChat.

DON'T

- Stock photos or generic illustrations.
 - Em dashes anywhere in copy.
 - Purple or indigo gradients.
 - Default fonts (Inter, Poppins).
 - Job-seeking or employed-role language.
 - Notion as part of the stack.
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CONTACT

info@yuribethmolinaux.com
yuribethmolinaux.com · /yb · /card
Munich, Germany

