



Hello, I am Angela.
UX and Service Designer
with a focus on social innovation.

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Work Experience

UX Designer TipTab Nov 2020 - Feb 2021

At TipTab, we designed a responsive web to connect end-customers with workers in the Service Industry. We developed an innovative B2B and B2C product to tip digitally. We helped people say 'Thank You' for great service and added value to the life of workers in the Service Industry.

As a UX designer, I explored the users' needs and translated them into concrete functions which lead to a digital tipping experience. For this, I was organizing design research activities like surveys, interviews, usability testing sessions, research analysis, and research reports. After gathering research data, I supported my team creating prototypes in Sketch for product implementation.

Design Strategist Cheil Germany July 2019 - Oct 2020

At Cheil we created brand spaces for international brands like Samsung, Douglas and Škoda. From international fairs like IFA and CES to retail and pop-up spaces. Our work at Cheil was at the intersection of brand storytelling, technology, and user experience.

As a Design Strategist, I supported my team to extend spatial design features beyond physical boundaries. My main role was to structure design processes and facilitate creative sessions by implementing the Design Thinking methodology. Furthermore, I developed strong communication skills by preparing design decks and copy content to pitch ideas to our clients.

Intern Designer Souvenir Official Jan 2019 - June 2019

Souvenir Official is a fashion brand that uses apparel as a communication vehicle to activate youth in political issues. Souvenir protects unions of peace and carries a message of love, togetherness, and unity with its famous EU hoodie.

As an intern designer, I supported the marketing team to create strategies to improve internal workflows and design approaches to better understand e-commerce businesses.

Design Strategist Design Akademie Berlin June 2018 - Dec 2018

An academic project funded by DAAD to design a community space for a Syrian refugee camp based in Lebanon. An interdisciplinary group of strategic, communication, and media designers joined forces with a team of Architects from the ALBA University in Beirut to develop a design concept for the refugee community.

As a strategic designer, I facilitated the whole design process from research activities to the prototype and development of the final design concept. Moreover, I helped to create research material like surveys, interviews, and cultural probes.



Education

M.A Strategic Design
Design Akademie Berlin
Berlin, Germany
2016 - 2018

B.A Industrial Design
U. Jorge Tadeo Lozano
Bogota, Colombia
2009-2014

Skills

UX Design
User Research
User Research Analysis
Storyboards
User flows
Prototyping and Wireframes
User Testing
Design Thinking
Service Design

Sketch
Figma
Framer
InVision

Adobe Illustrator
Adobe InDesign
Adobe Photoshop

Languages

Spanish: Native
English: Fluent
German: Intermediate

Additional Training

Sketch from A to Z
Udemy
March 2020

Master Sketch to create a strong mobile app design from start to finish.
Advanced techniques and shortcuts to design fast.
User interface design best practices to solve problems effectively.
How to simplify visual information to clarify meaning and improve UX.
Understand how to design for different device viewports.
How to leverage tools to ensure pixel perfect design work.
How to save tons of time by using shared styles, symbols, and libraries.
How to export and hand off the assets developers need to build a real app.
How a good UI (user interface) influences good UX (user experience).

