

I'm a design, sustainability, and communications specialist with years of experience creating digital products and content. I'm a critical thinker with strong user and data research skills that allow me to ideate and prototype solutions for different challenges. I strongly believe that design is a powerful tool to drive systemic transformations towards sustainability. I'm looking forward to working on projects that require sustainable ways of thinking about people, business, and planet interdependencies.

## EDUCATION

 Finland - Aalto University

**Master of Arts and Design in Creative Sustainability**

Graduation: Dec 2020

 Colombia - Universidad Sergio Arboleda

**Postgraduate Specialization in Multimedia Communication**

Graduation: Nov 2015

 Colombia - Universidad del Cauca

**Bachelor in Social Communication**

Graduation: Jun 2009

## RELEVANT EXPERIENCE

### Senior UX & Content Design

Sonder Collective

Helsinki, Finland

April 2022 - Now

*Leading the UX design process of an open digital platform aimed at presenting the complex interplay of vulnerability factors that affect maternal health outcomes in Kenya, India and Nigeria.*

### Sustainability & UX Consultant

Aalto University & DSM Corridor Group

Espoo, Finland - Dar es Salaam, Tanzania

Jan - Apr 2020

*Delivered key recommendations to improve working conditions and implement a platform to facilitate communication, recruitment, and payment processes for casual workers.*

### Sustainability Consultant

Aalto University & City of Helsinki

Helsinki, Finland

Jan - Apr 2019

*Delivered key recommendations oriented to help small sustainable tourism entrepreneurship in the Helsinki area to grow their businesses.*

### UX Specialist Consultant

Literatti

Oakland, USA

Sep - Dec 2017

*Designed the UX strategy for Literatti's app Kickstarter 2017 campaign, a digital product focused on collaboratively cleaning the planet.*

### UX Specialist

Legis

Bogotá, Colombia

May 2014 - Aug 2015

*Led the UX design process of eight digital products, including two big web projects: the most influential legal journal in Colombia and an international trade data system.*

### Digital Media Specialist

National Infrastructure Agency

Bogotá, Colombia

Feb 2013 - May 2014

*Created and managed the agency's digital communication strategy, social media channels, website, and newsletters. Supported internal and external communication processes.*

### Digital Communications Manager

ZOOM TV channel - Bogotá, Colombia

Bogotá, Colombia

Aug 2011 - Sep 2012

*Created and managed the digital communication strategy, social media channels, website, and newsletters. Supported events planning and online streaming.*

### Information Architect

Zemoga

Bogotá, Colombia

Jul 2009 - Oct 2010

*Worked on different web-based products and apps for Colombian and US clients in different industries such as pharma, media, pensions and insurances, automotive, and retail.*

## SKILLSET

**Areas:** UX design, UX research, content design, service design, sustainability, usability, communications, content strategy.

**Tools:** Axure, Adobe XD, Figma, InVision, Balsamiq, Miro, SurveyMonkey, MailChimp.

**Languages:** Spanish (native level) - English (professional level) - French (basic level).