ROXANA GÓMEZ

PRODUCT DESIGNER - ATLANTA, GA

WORK EXPERIENCE

Product Designer/ AllTheRooms

APRIL 2020 - PRESENT (REMOTE)

AllTheRooms is startup focused on delivering Market statistics for short term rental individuals looking to enhance their property(s) performance. I've lead the designs for the entire user interface, this work includes creating user flows, usability testings, user interviews, wire flows, design systems, prototyping and project specifications.

On my daily basis, I work closely with the Product Manager in the prioritization of new features, product road map, prototype new designs and setting expectations for the development team.

Lead Designer/ Celag.org

OCTOBER 2017 - OCTOBER 2019

Celag.org is an organization leading the delivery of non-traditional economic, political and social analysis and news in Latinoamerica. I led strategic design and visual branding. Working closely with our head of marketing and development director, my team worked to promote a better understanding of the non-hegemonic positioning of Celag's while keeping up with global user interface standards.

Experience Designer/ DCT

MAY 2015 - OCTOBER 2017

Dreamcometruers (DCT) is the maker of the "Role-Play Theme Park" concept that has successfully rolled-out around the world. As an physical experience designer I assisted the creative development of the Theme Park 'Whinny World' in South Korea. My responsibilities included analyzing the users (guests) through ethnographic research that then would develop in thematic analysis and improvement proposal for the end-to-end user experience in the park.

The ethnographic research plus desktop research for the audience would also drive the brand, storytelling and architectural style for the Park aesthetic and Marketing strategies.

PUBLICATIONS

La Publicidad como espejo de la sociedad

APR 2015 - UNIVERSIDAD JORGE TADEO LOZANO

The purpose of the book is to present elements of discussion whose long-term objective is to broaden the studies around the way in which advertising can give rise to the description, analysis and interpretation of the social and cultural practices that characterize each era.
My role was Research Assistant, working on:
- Data gathering
- Desk Research on design, copywriting and cultural patterns on Ads from the '50s, '60s, and '70s
- Write down Semiotic and Visual analysis based on the research.

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EDUCATION

Universidad Jorge Tadeo Lozano
Bogotá - Colombia
Marketing and Communication
GPA 4,3

Springboard
Jefferson, GA - United States
UX designer Certificate
700+ hrs. of hands-on course

SKILLS

Illustration
Visual Design
Prototyping
User Research
Usability Testing
Architecture Design
User Flow Design
Responsive web design
Data Visualization

TOOLS

Adobe XD
Figma
Sketch
Illustrator
Animate
Photoshop
Procreate