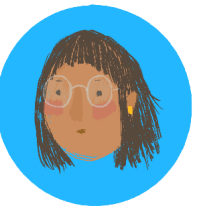


ROXANA GÓMEZ

PRODUCT DESIGNER - MEDELLIN, CO



WORK EXPERIENCE

Product Designer/ AllTheRooms

APRIL 2020 - PRESENT (REMOTE)

I lead the design and user research for Alltherooms Analytics a consumer facing data dashboard. My responsibilities include:

User Research Experience

- Contribute on the developing product goals, identify opportunities for improvement based on the weekly research studies
- Create user research studies to evaluate possible solutions and diagnose current behavior
- Provide Product team with a list of top user concerns and how they relate to actions taken
- Communicate clear, actionable feedback to Product Team and stakeholders
- Contribute to strategic decisions around the future direction of the company
- Present work to senior executives, clearly and succinctly articulating the goals and concepts of different projects

User interface design

- Design flows and experiences that simplify and distill down complex actions into usable interfaces
- Solicit feedback from product team in order to continually improve the feasibility of the projects
- Deliver development ready design that give all the development team might need to kick start a project
- Provide enough information to the development team to be able to categorize the size of a project

Lead Designer/ Celag.org

OCTOBER 2017 - OCTOBER 2019

I led user experience and branding design for Celag a digital newspaper for non-hegemonic political and economical analysis.

My responsibilities included:

- Responsible for designing the user experience and flows of visits to the website. Conducting research and user testing.
- Describe user journey (user journey), through experience maps, service blueprint and customer journeys.
- Responsible for updating the Product assets on the website: designing and maintaining assets (images and videos) on the pages, landing pages and blog.
- Coordinate and design promotional pieces, development and updating of sales material, presentations, Marketing Collateral & Toolkit for sale, among others.
- Ensure the correct use of a Design System throughout Marketing and other areas.

Experience Designer/ DCT

MAY 2015 - OCTOBER 2017

Dreamcometrulers (DCT) is the maker of the "Role-Play Theme Park" concept that has successfully rolled-out around the world. I worked as experience designer in the development of the Theme Park 'Whinny World' in South Korea.

My responsibilities included:

- Analyzing the users (guests) through ethnographic research
- Creating thematic analysis
- Creating research reports (personas, mind maps)
- Coordinate promotional pieces, development and updating of sales material, presentations, Marketing Collateral & Toolkit for sale, among others.

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

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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

The Interaction Design Foundation

Remote

Mobile User Experience (UX) Design

Credential ID: 95609

SKILLS

Illustration

Visual Design

Prototyping

User Research

Usability Testing

Architecture Design

User Flow Design

Responsive web design

Data Visualization

Design Thinking

TOOLS

Adobe XD

Figma

Sketch

Illustrator

Pivotal/Jira

Photoshop

Procreate