Paola Alejandra
Lozano Vanegas

🖌 Graphic Designer

</> Interaction Designer

LEAD UX/UI DESIGNER
AT MELT STUDIO

✉ lozanovanegaspaola@gmail.com

🔗 https://bychicdesign.com

Bē https://www.behance.net/paolalozano

in Paolalozano12

Education Summary

● Interactive Design Professional
Jorge Tadeo Lozano University
2019 - 2024

● Graphic Design Professional
Jorge Tadeo Lozano University
2017 - 2022

Certifications & Licenses

● Microsoft Certified: Power Apps +
Dynamics 365 Developer Associate
Udemy ID: 0004
March 2024

● Manifest what you set out to do
Pasos al éxito
ID: r6hvopgb26
Jun 2023

● Affordances: Designing Intuitive User
Interfaces
Interaction Design Foundation (IxDF)
ID: 121537
Dec 2022

Profile

UX/UI | Interaction Designer | DesignOps | Product/Service Design | Future seeker | AR Designer

Professional in graphic and interactive design with extensive **experience in the technology industry,** specializing in leading and managing design teams. Recognized for developing visually appealing and user-friendly products and services, **including immersive mixed reality experiences for for enhanced interaction with digital content.**

As a **DesignOps professional**, I possess a comprehensive understanding of **user-centered design principles** and expertise in creating design flows, wireframes, and prototypes throughout the **entire product development lifecycle**, from research and ideation to execution. I collaborate effectively with engineers and product managers to ensure seamless integration of design concepts.

Highly **motivated and results-oriented**, I excel in communicating design concepts and opportunities to both technical and non-technical stakeholders. My **project management expertise**, aligned with PMI guidelines, encompasses refining functional and non-functional requirements and implementing agile software production methodologies in interactive digital projects. I consistently establish and monitor metrics and KPIs to ensure successful project outcomes.

My mission is to **turn challenges into opportunities, simplify complex concepts, and create awe through digital experiences.**

Experience

Melt Studio   Oct 2024 – Present
Lead Ux/UI Designer

> Lead design strategies to deliver cohesive visual and functional experiences. I oversee cross-functional teams, manage design systems, and collaborate with development and marketing to implement comprehensive solutions. Committed to continuous improvement, I leverage data and user-focused feedback to optimize products effectively.

Asesoftware S.A   May 2021 – Oct 2024
Interaction Designer Intermediate

> Experience in developing user-centered solutions to address key business challenges, with a focus on understanding customer needs and proposing practical solutions.

● Boston Scientific Project - Kairos Tasks made easy   April 2023 – Oct 2024

> I worked closely with the Supply Chain Project team at Boston Scientific to enhance our current internal platform, Kairos, with the aim of improving user experience. Our goal was to systematize processes, address pain points, and transform them into opportunities to enhance operational efficiency, internal productivity, and safety. This effort involved optimizing processes and improving system usability.

> User Experince   User Interface   Interaction Design   Power Apps

● BSCI Project - STAR: Stronger Together Ahead Rewards   Jun 2023 – Ago 2023

> I collaborated with Boston Scientific's LATAM team on the UX/UI design of screens within Power Apps for the quarterly STAR sales incentive program in Latin America. This involved consulting, visualizing data, and tracking historical performance through Power Apps for both group and individual performance. Our work was aligned with AOP objectives across various countries, divisions, and solutions.

> User Experince   User Interface   Power Apps

Cargando Project - Freight Transportation and Logistics
Nov 2022 – April 2023

I played a pivotal role in identifying improvements in Cargando S.A.'s core processes, with a focus on modernizing its current internal platform. This included centralizing operational data and exploring new business opportunities to complement system requirements. I designed and prototyped modern and visually appealing user interfaces that aligned with business needs, prioritizing clarity, navigability, and the visualization of relevant data.

User Experince   User Interface

NextCargo Project – Efficient Logistics
Oct 2022 – Nov 2022

I designed and prototyped innovative user interfaces that reflected the brand's identity and enhanced the visual experience for users. The redesigned screens led to a substantial enhancement in user experience, boosting satisfaction and efficiency for carriers and cargo generators on the platform.

User Interface

Procolombia Project – Path to Digital Transformation
Febr 2022 – Nov 2022

I proposed user experience-centered design solutions, with a focus on exploring the current B2B marketplace process to understand and align it with the entity's vision. This encompassed functionalities to facilitate quick searches within the system, improve the registration process, enhance traceability in purchasing processes, implement notifications associated with profile information, enable activities for product and service management, create work plans, and facilitate the publication of ProColombia events.

User Experince   User Interface   Interaction Design

Optocontrol Project– Passenger Counters for Buses
January 2022 – November 2022

I played a role in the UI design processes for responsive screens (Desktop & Mobile), contributing to the development of interactive prototypes for the current website screens. This ensured accurate trip logging and provided an opportunity to enhance and systematize processes in bus passenger counters.

User Interface

Industrial de Rodillos LTDA Process Optimization
January 2024 – Actual

This project is notable for its comprehensive execution of design and development, resulting in the creation of an innovative and scalable software solution focused on optimizing internal processes within inventory management. By automating internal procedures, the project ensures consistent product availability. The methodologies of Design Thinking, Human-Centered Design, and User Experience were employed to craft solutions that align closely with user requirements, taking into account emotions and perspectives throughout the process.

Jorge Tadeo Lozano University - Academic Monitoring

Transmedia Creation and Production - Interactive Design
Feb 2023 - May 2023

Certificate of Experience in the subject Workshop III in the area of transmedia creation and production. Mentoring and monitoring of fifth-semester students in the creation and development of narrative strategies and audiovisual media production.

Introduction to Graphic Design - Graphic Design
Feb 2023 - May 2023

Certificate of Experience in the subject Introduction to Graphic Design. Monitoring of first-semester students in the practice of graphic design and its implications through inquiry, conceptualization, formalization, construction, and proposal of graphic projects.