



Carolina Córdova

Senior UX Designer

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I am interested in participating in projects which priorities are to give solution to people's problems and needs through innovation and technology; therefore as User Experience Designer, I focus in creating significant experiences through design. I am constantly trying to improve my workflow and knowledge on the field, by updating technologies, methodologies and processes.

Experience Design Skills:

- Digital UX Product Design
- Human Centered Design methodologies
- Interaction Design (Wireframing & Prototyping)
- Information Architecture
- Visual Design
- Usability Testing / UX Research

Professional Experience

IDB Comercial TI - UX Coordinator / UX Designer Advisor
MAY 2019 - PRESENT, CDMX

I am UX leader in diverse projects within the company and our clients.

BBVA - UX Designer

OCTOBER 2019 - DECEMBER 2019, CDMX

I redesign the BBVA Seguros' navigation flows, which shows to the clients their information of Banca Privada; for example: invoices, debit notes, receipts, etc.

PuntoLab - UX researcher

JANUARY 2019 - MAY 2019, CDMX

I was UX researcher at PuntoLab Mexico, through collaborative work, we made usability testing, findability testing, card sorting, content testing, workshops, surveys and interviews. The objective was to know our users and their interaction with services and products of diverse brands.

Roll - UX Designer

JANUARY 2016 - DECEMBER 2016

I designed the Global Energy Race 2016 User Experience. I detected the objectives of the site, and the users' needs. I developed the Information Architecture (Wireframes and prototypes), and I designed the interaction system.

I supervised the graphic design of interface and the development of the Front-end.

Education background

Universidad Autónoma Metropolitana

Masters in Diseño, Información y Comunicación
2016 - 2019, CDMX

Universidad Nacional Autónoma de México

Undergrad degree in Diseño y Comunicación Visual. 2002 - 2007, CDMX

Postgraduate diplomas

Liderazgo. Centro humanista, 2019.

Diseño y desarrollo de identidades y marcas. UNAM, 2017.

Diseño editorial y publicaciones en tablets. UNAM, 2013

Flash developer. Argot Multimedia, 2009

Training and courses

Design: UI, User Flows, Sketches, Wireframes & Mockups

Prototype: Figma, Sketch & Axure RP

Research: Usability testing, User research, Ethnographic technics

Collaboration: Design Thinking, Scrum, Lean UX & Kanban

Acknowledgment

Finalist in Entrepreneurs & innovation Bootcamp. MIT. ITAM. 2018.

Project: CONNECT PHARMA.

It proposes to provide highly specialized medications to chronic patients.

Instituto Nacional Electoral - Lead UX

JANUARY 2014 - JULY 2015, CDMX

I participated on analysis and development of the User Experience and Information Architecture of the system Programa de Resultados Electorales Preliminares (PREP). I made the design of the user interface system of PREP Publicación, PREP MCAD and PREP Consola. After the implementation, it was an achievement of 3.15 millions of users; 29.1 millions of views. The average time spent per user was six minutes.

Coordinación de Universidad Abierta y Educación a Distancia, UNAM - Visual Communication Designer

MARCH 2013 - SEPTEMBER 2014, CDMX

- I designed the graphic proposals for diverse UNAM educational platforms
- I advised teachers about the production on e-books process and digital publications

Escuela Nacional de Enfermería y Obstetricia, UNAM

- Visual Communication Designer

MARCH 2013 - SEPTEMBER 2014, CDMX

- I designed the graphic proposal of nursing degree educational platform online
- I advised teachers about the production on e-books process and digital publications

Metrix Networks - Graphic designer

APRIL 2011 - DECEMBER 2012, CDMX

I made the original design of the shop online Llanogrande.mx a distribution channel for independent organic producers and small farms, whose sales logistics was online. Also, I designed the printable publicity and product photography.

Hexágono Software - UI Designer and Front-end Developer

NOVEMBER 2009 - APRIL 2011, CDMX

I made the User Interface, the planning, and gave maintenance to many sites related to the automobile industry and sport car racing, for example, Nascar Mexico, SportCar and NetCar.

DGADyR, UNAM - Web Designer

JANUARY 2007 - OCTOBER 2008, CDMX

I designed the User Interface, made the planning and maintenance the site Deportes UNAM 2009.

I made sport posters, brochures and promotional material to involve the university community to complement their academic formation.

DGTIC, UNAM - Designer of User Interface

MAY 2004 - AUGUST 2006, CDMX

- I made de graphic design of many digitals projects
- I trained in Web Media, where I acquired the necessary competences for the development of dynamic and efficient electronic sites
- I participated in academic projects related to technology and training