



KATARINA ORLANDINI

User Experience for Social Innovation

I'm Barcelona-based **User Experience Designer and Researcher**. I'm passionate about creating great products and services with cultural, social, environmental and educational impact.

I enjoy designing solutions that contribute to people's happiness and generate **positive social change**.

I'm a **user-centered practitioner** using collaborative and participatory methodologies in order to get a deeply understanding of people's needs and motivations. **Designing for people and with people**, using as much as real world inputs in the process as possible.

I understand digital products as an extension of a physical experience. My intention is always to **design beyond screen**, as the important moments in life usually happen outside of interfaces.

CONTACT

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WORK EXPERIENCE

10/2018–present	Customer Experience consultant at Koltura , international User research, customer journey definition, digital products conceptualisation, usability testing, digital strategy, service design.
11/2014–05/2019	User Experience Designer at HomeExchange , remote User research, wireframes, UI design, responsive, apps design and implementation, user testing, technical documentation.
01/2015–07/2016	Founder at MOUT , Barcelona Research, customer experience, business model, branding, roadmap.
11/2013–11/2014	User Experience Designer at Designit , Barcelona Research, service design, co-creation workshops, digital products conceptualisation, responsive design, client management.
05/2012–11/2013	User Experience Designer at Tiching , Barcelona Features conceptualization, wireframes, IA, design management.
05/2010–03/2012	Art Director at Seisgrads , Barcelona Advertising, branding, interface design, video and photo production.
11/2009–10/2010	Designer at Eumogràfic , Barcelona Branding, packaging, editorial, poster design, typography.
01/2009–10/2009	Designer at Luminus Creative , Croatia Advertising, branding, web and print design.
02/2008–09/2008	Design Apprentice at Elevator , Croatia Branding, packaging, web design.

EDUCATION

2018–2019	Postgraduate study Digital Strategy in Cultural Organisations UOC - Museu Nacional d'Art de Catalunya
2015	Participant in Women Innovators for Social Business in Europe ESADE - Ramón Llull University and European Commission
2009–2010	Master in Communication Strategies and Art Direction Elisava - Pompeu Fabra University, Barcelona
2003–2008	Degree in Visual Communications School of Design, Faculty of Architecture, Zagreb, Croatia

LANGUAGES

English (fluent)
Spanish (fluent)
Catalan (intermediate)
Croatian (native)

SKILLS

User Research
Product Design
Service Design
Digital Strategy
Project Management

APTITUDES

Strategic approach
User oriented
Analytical thought
Team work
Creativity & innovation