

Beatriz Diaz

UX Designer & Researcher

beatrizdiaz.ca
beatrizdiazmotta@gmail.com
(647) 939-1862

Colombian born - Toronto trained and based. I am a user experience designer and researcher passionate about creating useful digital products and experiences.

Work Experience

User Experience Design & Research

Information Designer - The Weather Network - November 2017 to Present

I work as an Information designer where I am responsible for the production of weather forecast products (ie. Editorial weather layouts, graphic representations of weather data, and advertisements of The Weather Network digital products). These visualizations of weather data are used for Newspaper clients across Canada and USA.

UX Researcher - Gilda's Club of Greater Toronto (GCGT) - November 2019 to Present

Acting as primary investigator, I am leading students researchers to complete the design and development of Gilda's place website. Where I plan strategic tasks to delegate to students to accomplish the requirements of the digital solution. The students researchers go through series of tasks such as; heuristic analysis, qualitative research, stakeholder interviews, Information architecture, design and development.

UX Designer & Researcher - Holistic Crisis Planning Online - 2016 to 2019

Acting as an Interaction designer, I worked within the office for Research & Innovation in partnership with the Centre for Addiction and Mental Health to develop an app for youth who have experienced crisis. Among other design tasks such as motion-graphics and front- end development; I conducted UX research, planned and ran usability testing sessions, took interviews and collected data to bring design suggestions to the final MVP of Mellow; a Holistic Crisis Planning application to assist youth dealing with crisis.

UX Designer - Innovation Exchange - April to August 2018

Along with two other designers, I worked as user experience designer. I was responsible for the user experience of website - Innovation Exchange; initiative of The School of Design of George Brown College. The tasks within the contract project involved the creation of sitemaps, wire-frames, and user maps as the initial iteration of the future website.

UX Researcher - NSERC Project - February to August 2017 - Clients: Fivel & Rogers

I worked as an Interaction Designer with Fivel in collaboration with Research & Innovation of George Brown College in the creation of better the user experience through the corporate training videos of the company Rogers. During this process, I was responsible for the UX research, design of usability testing plans and the final report of qualitative data and design suggestions of existing training material

Teaching Experience

Professor - George Brown College - January 2019 to present

Currently working as a Faculty support, responsible for the development and or edition of online lectures, weekly lecture materials, and grading assignments to the courses of Usability Testing and Ergonomics in Design.

Professor - George Brown College - January 2019 to April 2019

During the first semester of the year, I worked as a Faculty support responsible for the development and or edition of online lectures, weekly lecture materials, and grading assignments to the courses of Human-Computer Interaction and Cognitive Dimensions.

Education

Interaction Design and Development

Ontario Advance Diploma, George Brown College. 2018

Web Design and Development

Diploma, Niagara College. 2013 - 2015

English as a Second Language

Certificate, University of Delaware. USA, 2011

Technology Education

Bachelor of Education, National Pedagogical University. Colombia, 2010

Publications

Larissa Waterman, Steven Szatala, Beatriz Diaz Motta, Claire Hyeun Son, and Jenny To. 2018. Mellow: A Mobile Application to Help Youth in Crisis. In Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems (CHI EA '18). ACM, New York, NY, USA, Paper SDC02, 6 pages. DOI: <https://doi.org/10.1145/3170427.3180652>

Presentations

Digifest Toronto 2019

Mellow a Mobile application to help youth in Crisis. Toronto, 2019

20th Mental Health & Technology Conference

Mellow a Mobile application to help youth in Crisis. Toronto, 2019

Ci Can - Student Innovation Showcase

Mellow a Mobile application to help youth in Crisis. Ottawa, 2018

Education for the Future: Learning Outcomes and Experiential Learning Symposium

Mellow a Mobile application to help youth in Crisis. Toronto, 2018

CHI 2018 Student Design Competition

Mellow a Mobile application to help youth in Crisis advance to the second round of judging. Montreal, 2018

IV Design & Technology International Congress

Designed Tourism service mobile application Campos Do Jordao, Brazil - Design Charrette - 2017

Honours & Awards

Excellence in Research & Innovation - 2017 & 2018

Issuing authority GBC Research

CI Can - Student Innovation Showcase Recognition- Nov 2018

Colleges and Institutes Canada

Dean List - Jan 2018 - Apr 2017 - Dec 2016

George Brown College

Leadership & Collaboration - Apr 2018

George Brown College