

PAOLA T. DE LA CRUZ

UX/UI Designer

— I am a Caribbean UX/UI designer with solid experience leading design projects for international brands and managing cross-cultural teams, advocating for users while balancing the business objectives.

WORK EXPERIENCE

Delightex (Jetbrains), UX Designer

Munich, Germany Nov. 2019 - Present

— Leading the design process of a new user flow allowing users to choose different templates before creating a 3d space on CoSpaces.io This cleared up a lot of the misunderstandings of the previous templates, which eventually resulted in an 88 % increase in usage.

Siemens, UX Designer

Berlin, Germany Aug.- Oct. 2019

— Lead of the design process of an app prototype to guide children of the employees to activities and games that explore transportation ideas. The project had a 75 % acceptance rate and is currently being developed.

UNICEF, Senior Design Consultant

Santo Domingo, Dom. Rep. Aug.- Nov. 2018

— Spearheaded the design of an investigation about newborns who have been affected by the Zika virus. The report brought clarity on where to focus the international monetary aid and as a result of this, 86 % of the affected families received UNICEF help.

Total Oil & Energy, Senior Lead Designer

Santo Domingo, Dom. Rep. Jan. 2015 - Dec. 2016

—Managed a team of 5 persons to implement the international Brand and Design guidelines in 360 ° campaigns, promotions and digital media, placing the brand in the # 2 sales position within just one year.

United Nations, Lead Art Director & Designer

Santo Domingo, Dom. Rep. Feb.-Jun. 2010

— Led the design and development of a campaign that promoted young conscious voter participation (aged between 18-25 years) to strengthen the democracy in the Dominican Republic. In this particular year 2010, the voting index went up by 58 %.

VOLUNTEER WORK

CreativeMornings Munich, Co-host & Design Lead

Munich, Germany 2018 - Present

— Local lead of an international initiative, with free monthly lectures on creative topics. I am spearheading up the operational responsibilities and directing the design tasks with a multicultural team.

Startup Weekend, Design Mentor

Santo Domingo, Dom. Rep. 2012 - 2013

AFS Intercultural Programs, Intercultural counseling

Santo Domingo, Dom. Rep. 2002 - 2010

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COURSES

UX Research Master Class

Future London Academy

Online, United Kingdom 2021 - Present

UX/UI Bootcamp

Ironhack Berlin, Germany 2019

Innovation Methodologies

IED Madrid, Spain 2016

Design Thinking Workshop

IDEO Santo Domingo, Dom. Rep. 2008

EDUCATION

Master on Editorial Design

Instituto Europeo di Design IED

Madrid, Spain 2016 - 2017

ASS Visual Communication Design

Altos de Chavón / Parsons School of

Design La Romana, Dom. Rep. / New York, U.S.

2003 - 2005

SKILLS

Design: User Experience, User Interface, User Research, Wireframing, Prototyping, User Testing, User Flows, Information Architecture, Competitive Analysis, Personas, Lean UX, Interviews, Agile, Scrum, Visual design, Iconography, Illustration, Logo Design, Branding, Communication Design, Packaging Design, Concept Development, Typography, Infographics, Print Design.

Tech: Sketch, Adobe Suite, Principle, Zeplin, Abstract, Invision, Marvel, HTML, CSS.

Interpersonal skillset: Intercultural and interdisciplinary communication, Teamwork, Mentoring, Leadership.

HONORS & AWARDS

Ironhack x Kleiderkreisel

Scholarship Berlin, Germany 2019

Iberoamerican Design Biennial BID

Finalist Madrid, Spain 2014 & 2016