

PAOLA T. DE LA CRUZ

UX/UI Designer

— UX/UI Designer with a background in branding and editorial design. Passionate about bringing user-centered solutions, quality visual design and positive energy to teams. Caribbean-Born, Europe-Trained.

SELECTED PROJECTS

Siemens Kids App

— Researched and Designed an app for the children of Siemens Mobility employees, in which they play and understand the services offered by the company.

Netflix “My List” Feature

— Designed a feature (to tag and filter personal lists) while maintaining the consistency of the product. Tools: Sketch, Invision.

Adobe 99u Conference Microsite

— Analysis of the Information Architecture and Usability of the website. Tools: Redesigned in Sketch. Animations on Principle.

WORK EXPERIENCE

Unicef, Design Consultant

Santo Domingo, Dom. Rep. 2018

— Design and development of reports and print material.

Total Oil & Energy, Senior Designer

Santo Domingo, Dom. Rep. 2015 - 2016

— Multinational Brand Design Implementations, Art Direction and Design for 360° campaigns, promos, and digital media.

Editorial Funglode, Senior Art Director

Santo Domingo, Dom. Rep. 2013 - 2015

— Art Direction and Design of +50 books and magazines on the international market.

Freelance Art Director & Designer

Worldwide 2010 - Present

— Developing Branding, Editorial, Illustration and Packaging projects. Clients: United Nations, Spanish Embassy, S,C,P,F*.

AWARDS

Ironhack x Kleiderkreisel


Scholarship Berlin, Germany 2019

Iberoamerican Design Biennial BID

Finalist Madrid, Spain 2014 & 2016

 paolatdelacruz.com

 paolatdelacruz@gmail.com

 +49 1522 4867635

 linkedin.com/in/paolatdelacruz

 Munich, Germany

EDUCATION

UX/UI Bootcamp

Ironhack Berlin, Germany 2019

— User Experience & User Interface Design. Interaction Design, User Research, Wireframing, Empathy Mapping, Prototyping User Testing, Information Architecture.

— Tools: Design Thinking, Lean UX, KanBan, Agile, Scrum, Surveys, Interviews, Personas, UX Strategy, User Flow, User Journey, Moscow, Sketch, Invision, HTML, CSS.

Master on Editorial Design

Instituto Europeo di Design IED

Madrid, Spain 2016-2017

— Book, Magazine and Newspaper Design; Typography, Illustration, Infographics, Information Design, Photography.

AAS Visual Communication Design

Altos de Chavón / Parsons School of

Design Dom. Rep. & New York, U.S. 2003-2005

SKILLS

Interaction: User Research, Wireframing, Prototyping, User Testing, User Flows.

Visual: Drawing, Sketching, Logo Design, Branding, Communication Design, Packaging Design, Concept Development.

Software: Sketch, Adobe Suite, Principle, Zeplin, Invision, Marvel.

Coding: HTML, CSS.

LANGUAGES

English Proficient

German Basic

Spanish Fluent