

Claudia Molina

Senior Product Designer

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My human-centered design practice combines user research, design strategy, and intentional interactive design to create thoughtful experiences. I am driven by the challenge of designing simple solutions for complex problems and empowering the user. Currently, seeking Lead Designer opportunities in fintech.

Experience

Senior Product Designer

Wave Financial

Feb 2022 to present, remote

Wave provides financial services and all-in-one money management solutions for small business owners. Services include banking, accounting, invoicing, payments and payroll.

Responsibilities:

- Leading discovery, research, and the end-to-end design of key features on the banking team
- Improving Wave's banking mobile app experience through user research, data, and collaboration with an empowered triad of Product, Design and Engineering
- Collaborating closely with a highly cross-functional team that includes, Product, Engineering, Compliance, Risk, Data, and CX
- Bringing the entire team along on the design process to help the team achieve higher outcomes
- Creating low and high fidelity prototypes for discovery and delivery
- Working closely with engineers to ensure designs are implemented to the highest standard

Senior Product Designer

Dashboard.earth

Jul 2021 - Dec 2021, remote

Dashboard.earth helps users take direct action to combat climate change. The environmentally-focused mobile app allows people to find local, city-based initiatives, manage actions, and track impact.

Responsibilities:

- Product ideation and end-to-end design
- User research and usability testing
- Building foundations for the design system as well as creating all the UI components
- Creating low and high fidelity prototypes for discovery and delivery

Senior Visual / Product Designer

Generac

May 2019 - Jul 2021, remote

Generac is an industry leader in solar energy battery technology. I led the UI and Visual Design process for 2 data-intensive web and mobile apps that monitor and optimize home energy consumption.

Responsibilities:

- Partnering with the Product Managers to define and achieve product objectives
- Defining a modern and appealing Visual Design
- Creating mood boards, visual guidelines, the design system, mockups and interactive prototypes
- Collaborating with the engineering team to support the implementation process

Principal Designer

Fierce Feathers Creative

Dec 2010 - Feb 2022, Vancouver

Fierce Feathers is a creative digital studio that designs and builds interactive digital products. Principal designer since the company's inception. Projects have ranged from mobile and web apps to marketing websites for values-based companies. Clients include: Dashboard.Earth, Neuroio, Hootsuite, Vancity, New Ventures BC, Ecotrust Canada, United Way, and the World Wildlife Fund (WWF).

Education

New Media & Web Development

British Columbia Institute of Technology

2009 - 2010, Vancouver

Concentration in Front-End Development and Web Design. Course content included: Project Management, UX Design, UI Design, Information Architecture and CMS development

Film and TV Production

The Canadian Film Center

2004 - 2005, Toronto

Director-resident: Wrote and directed award-winning short film, Red Velvet Girls.

BFA, Creative Writing

University of British Columbia

2000 - 2004, Vancouver

Awards

GOLD REMI award for Red Velvet Girls (short film)

GOLDEN SHEAF award for Red Velvet Girls (short film)

4 BravoFACT awards for short films

Design tools

Figma, Sketch, InVision, Zeplin, After Effects, Adobe Creative Suite