

Claudia Molina

Senior product Designer

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Profile

I strategically create and implement design solutions for apps, in collaboration with product management.

Experience

Senior Product Designer

Dashboard.earth

July 2021 - Present (4 months), Remote

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

Responsibilities:

- Product ideation
- User research and usability testing
- Building foundations for the Design System as well as creating all UI components
- Creating low and high fidelity prototypes

Senior Visual / Product Designer

Generac

May 2019 - July 2021 (2 year and 3 months), Vancouver

Generac is an industry leader in solar energy battery technology. I led the UI Design and Visual Design process for 2 data-intensive 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 Software Engineering team to support the implementation process

Principal Designer

Fierce Feathers Creative

December 2010 - Now (10 years and 10 months), Vancouver

Fierce Feathers is a creative digital studio. We design and build interactive digital products. I have been the principal designer since the company's founding. Projects have ranged from mobile and web apps to marketing websites for values-based companies. **Clients include:** Dashboard.Earth, Neurio, Hootsuite, Vancity, New Ventures BC, Ecotrust Canada, United Way, and the World Wildlife Fund (WWF).

Education

New Media & Web Development

BCIT

2009 - 2010, Vancouver

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

Film and TV Production

The Canadian Film Centre

2004 - 2005, Toronto

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

BFA, Creative Writing **UBC**

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

Tools

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