

Camila Serrano

UX/Product Designer

UX/Product designer with more than 8 years of experience at SaaS companies, academy and agencies. I hold a Master in digital media from the CMD / University of British Columbia.

Contact

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Education

2014 - 2016

Master in Digital Media

University of British Columbia
CDM - Centre for Digital Media
Vancouver, Canada.

2007 - 2010

B.F.A. Graphic Design

Jorge Tadeo Lozano University
Graphic Design Department
Bogota, Colombia

Design skills

Product design
UX design
Design for AI
Design systems
Accessibility
Rapid prototyping
Mentoring

Software skills

XD
Sketch
Figma
Adobe Suite
InVision

Languages

Spanish: Native Speaker
English: Fluent

Experience

FEBRUARY 2020 - CURRENT

UX Architect / EY - Ernst & Young - Innovation team

- Design processes where the user experience is improved by Machine Learning and Artificial Intelligence to speed up human tasks.
- Facilitate workshops to capture business requirements to create wireframes and functional prototypes.
- Work closely with the development team (AI, ML, Architecture) to assure designs technical feasibility.
- Apply EY's design systems to speed up work.
- Run usability tests and evaluating results.

JULY 2016 - JANUARY 2020

UX/UI Designer / QHR Technologies - Loblaw

- Redesigned Medeo (SaaS telemedicine web app) as a consistent and scalable experience for desktop, mobile and tablet.
- Run accessibility audits, and designed with WCAG guidelines in mind to create accessible products.

APRIL 2019 - MARCH 2020

UX Instructor / RED Academy

- Mentored and guided students in their academic and industry projects (E-commerce, web app and native app) to inspire them to reach their full potential as design professionals.
- Created a collaborative and inclusive environment during lessons and workshops.

JANUARY 2016 - JUNE 2016

UX/UI Intern / Ayogo Health Inc

- Designed user flows, wireframes, prototypes and mockups to communicate interactions and concepts with healthcare patients centered design.

SEPTEMBER 2015 - DECEMBER 2015

UX/UI Intern / Elastic Path

- Redesigned Elastic Path Website, and improved the brand on a variety of communications projects to drive B2B engagement and conversion.

JULY 2010 - JUNE 2014

Designer / Emepce - Publicis Colombia

- Designed creative concepts and modular designs that could be implemented in different communication touch points (digital, print, tv).
Clients: Honda - Colmedica - Citibank - Purina - DogChow - CatChow - Nestlé