

CATALINA GOMEZ

UX / UI DESIGN SPECIALIST

Medford, MA / anilatac.zemog@gmail.com / 857 378 9789 / <https://www.anilataclab.com>

As a product designer with expertise in UX design, user research, and product strategy, I've had the privilege of collaborating with clients across diverse sectors, including law firms, real estate, and e-commerce. Emphasizing empathy in my design approach, I focus on understanding users' needs, pain points, and behaviors. This empathetic perspective ensures that the final product transcends mere functionality, striving to provide users with genuinely meaningful and engaging experiences.

My journey as a product designer, coupled with my recent completion of a master's program in UX design, has equipped me with advanced insights to bridge the gap between product design and the digital realm. Combining my expertise in analog object design with best practices in interaction design, I offer a distinctive perspective to each project, seamlessly integrating diverse design elements to craft cohesive and captivating user experiences.

In my previous roles, I've successfully managed and presented research insights, as well as contributed to brainstorming sessions for the development of new products. Possessing a robust methodological toolkit along with exceptional communication, facilitation, and analytical skills, I am well-prepared to collaborate on user-centric innovation projects and drive significant outcomes.

ACHIEVEMENTS

Established and launched 'PLUI,' a brand specializing in original and multifunctional children's clothing, successfully penetrating Colombian and Ecuadorian markets. My proactive approach to entrepreneurship enhanced my skills in recognizing opportunities, navigating uncertainties, and strategically embracing calculated risks to drive successful outcomes.

Link -> [Portfolio: https://www.anilataclab.com/plui](https://www.anilataclab.com/plui)

SKILLS & EXPERTISE

- User experience research
- Creative thinking
- Detail-Oriented
- User Interaction Design
- Prototyping and Testing
- Storyteller
- Problem-solver
- Strategic Design Thinking
- Effective collaboration
- Project Management
- Autonomous self-starter
- Proficient Communicator
- Design Systems
- Customer Journey Mapping
- Service Design
- Research Methods

DESIGN TOOLS

- Figma
- Adobe XD
- AXURE
- Illustrator
- InDesign
- Photoshop
- Mural
- Mailchimp
- Miro
- Balsamiq
- Videoleap
- Animate

EDUCATION

M.S in Human-Centered Interaction Design

HARRISBURG UNIVERSITY OF SCIENCE & TECHNOLOGY - United States of America

BS of Industrial Design

UNIVERSIDAD DE LOS ANDES - Colombia

Technical Studies in Environmental Engineering

UNIVERSIDAD ECCI - Colombia

MicroMasters program in Digital Marketing

Edx/ CURTIN UNIVERSITY - Australia (online learning)

Research Study Design Certificate

CITI Program – Online learning

Google UX Design Professional Certificate

(Online learning, currently in progress)

PROFESSIONAL EXPERIENCE

2023 - Present

UX DESIGNER - INTERN

ESEPULVEDA LAW | BOSTON

- Led comprehensive user studies involving surveys and interviews to better empathize with and understand the law firm client's needs. For instance, identified that many clients found legal terms and processes confusing, leading to feelings of being overwhelmed by the complexity of the information. Utilized these insights to develop user-friendly interactive guides, such as easy-to-understand flowcharts and FAQs, aimed at simplifying complex legal information.
- Revamped the law firm's website design to enhance its digital presence, incorporating intuitive navigation, clear call-to-action buttons, and interactive elements. This involved integrating intuitive navigation for easy exploration, clear call-to-action buttons for seamless interaction, and interactive elements to effectively engage visitors and guide them through the site, thereby improving the overall user experience.
- Facilitated staff onboarding by creating an interactive digital handbook on the company intranet. The handbook provided step-by-step instructions, video tutorials, and FAQs to assist new staff during onboarding, ensuring a smooth transition and empowering them with the necessary information to excel in their roles from the outset.

2022-2023

MARKETING STRATEGIST

BROOKS LAW FIRM | BOSTON

- Conducted targeted market research and developed advertising campaigns that significantly expanded our reach and engagement within the Hispanic community. As a result of these efforts, we experienced a 15% growth in Hispanic clientele within the targeted timeframe.
- Pioneered and managed the firm's YouTube channel, implementing targeted SEO strategies such as keyword optimization and improvements, to enhance content discoverability and interaction. to achieve a milestone of 1000 subscribers within the first month.
- Crafted a weekly newsletter with targeted content themes, such as industry updates and success stories, to promote new business by encouraging existing clients to refer new clients to the firm. This initiative resulted in a 15% increase in client engagement and a substantial boost in business growth, demonstrating the impact of a user-centric approach in driving meaningful outcomes.

PRODUCTION MANAGER & PRODUCT DESIGNER

PLUI | COLOMBIA

- Led the entire product development process from idea generation to product launch for various items in the PLUI catalog. This included conducting thorough market research to spot emerging trends and consumer preferences, working closely with design and manufacturing teams to ensure products match the brand vision and quality standards, and using agile project management methods to improve workflows and meet deadlines. As a result, introduced more than ten innovative products that met market demands, leading to growth and profitability for the brand.
- Took charge of developing and launching PLUI's e-commerce platform, ensuring it matched the brand identity with consistent visual branding and strategically expanding its reach in Colombia through targeted marketing campaigns. Defined user-specific requirements, meticulously conceptualized design elements based on user preferences, and implemented user-friendly features to enhance the overall user experience. This resulted in a 30% increase in website traffic, a 40% rise in user engagement, and enhanced brand recognition, streamlining the purchasing process and leading to a 25% increase in sales.
- Used prototyping techniques to make clothing samples for early testing and refining design ideas before mass production. This approach enables me to gather valuable user feedback promptly, such as incorporating user suggestions for improved comfort and functionality, allowing for adjustments to enhance usability and functionality iteratively.

LANGUAGES

English

Spanish

REFERENCES

Pritha Chatterjee,
PhD Research Scientist, Meta
+1 857 707 6920

Alejandra Marroquin
Director of Operations, Brooks Law
+1 617 898 0020

Eliana Sepúlveda
CEO Sepulveda Law
+ 1 857 523 9627