



CATALINA GOMEZ

Product Designer (UI/UX)

[Portfolio](#)

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PROFILE

My passion lies in human-centered design. I have a keen interest in understanding people's motivations and needs to deliver new or improved products and services that exceed expectations and achieve high levels of user satisfaction. Function and meaning are the guiding principles behind my work.

I am a product designer with seven years of experience in the manufacturing sector. My approach to User Experience Design fuses logic, intuition, and focused research that, together with my disciplined and collaborative attitude to work, lead to the achievement of successful and meaningful project outcomes.

I am a sociable, charismatic, and empathetic individual who's highly motivated to undertake new professional challenges.

EDUCATION

- *M.S in Human-Centered Interaction Design, 2021-2023*
HARRISBURG UNIVERSITY OF SCIENCE & TECHNOLOGY
- *BS of Industrial Design, 2005-2010*
UNIVERSIDAD DE LOS ANDES
- Technical Studies in Environmental Engineering, 2014 – 2017
UNIVERSIDAD ECCI
- *MicroMasters program in Digital Marketing, 2017-2018*
Edx- CURTIN UNIVERSITY

SKILLS

- User research
- Creative
- Interpreting Research Insights
- Usability Testing
- Prototyping and Testing
- Storyteller
- Problem-solver
- Visual Design

TOOLS

- Figma, Adobe XD, AXURE (interface prototyping)
- Adobe Suite (Illustrator, InDesign, Photoshop)
- MS Office Suite (Word, Excel, PowerPoint)
- Mural, Mailchimp, Miro
- Videoleap (Video Edition)
- 3D Max (Render)

LANGUAGES

- Spanish (Native)
- English (Proficient)

EXPERIENCE

Marketing Strategist, 2022-2023

BROOKS LAW FIRM | BOSTON

- Undertook focused market research to foster new business opportunities and delivered effective printed and web-based advertising campaigns for increased brand recognition.
- Developed digital campaigns with a focus on delivering engaging content for dissemination on social media platforms.
- Conceived and developed the firm's YouTube channel, including scripting and developing all audio-visual content that was both informative and easy to follow.
- Conceived and developed the firm's weekly newsletter with targeted content to promote repeated business and to promote referrals.

CEO, Production Manager & Product Designer, 2013-2020

PLUI | COLOMBIA

- Conceived, created and established a brand of original and multifunctional clothing items for children -PLUI-. The brand succeeded in the Colombian market and expanded into the Ecuadorian market.
- Developed original designs, prototyping and quality assurance for all PLUI products.
- Undertook focused market research to understand market needs, identify and capitalize on opportunities for original product development.
- Effectively led a team of 10 employees, coordinated and was heavily involved in all processes throughout the product's life cycle.
- Undertook effective financial planning and budgeting for the achievement of revenue forecasts.

Marketing Assistant, 2013-2014

FARMATODO | COLOMBIA

- Closely collaborated with section executives for the development of marketing campaigns, including during project conception, planning (i.e., budgeting, resourcing and control) and delivery.
- Coordinated the end-to-end development of advertising material, by external suppliers, including quality assurance and to meet tight delivery deadlines.
- Devised and created eye-catching marketing pieces including brochures, printed adds and point-of-purchase (POP) displays.
- Conceptualized and designed new marketing tools to capture attention while effectively conveying the brand's identity and message.

Marketing & Communications Strategist, 2012-2013

REMAX | COLOMBIA

- Collaborated with a multidisciplinary team of professionals and contribute original ideas to the development of effective marketing content in the realm of real state.
- Rolled out holistic marketing campaigns, from conceptualization to execution and delivery.

VOLUNTEERING

IPBio- INSTITUTO DE PESQUISAS DA BIODIVERSIDADE, Iporanga, Brazil.

I spent two months volunteering at IPBIO, contributing to a project researching a fungus affecting frogs in the Brazilian Atlantic Forest. In this role, I worked in a laboratory, thoroughly analyzing the tadpoles' illness progression and maintaining meticulous records of all pertinent information.

REFERENCES

[Pritha Chatterjee, PhD](#)

Research Scientist, Meta

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