Camila Pinzon

Product Designer with a
strong visual design skills

www.camilapm.com
m.camilapinzonmendez@gmail.com
www.linkedin.com/in/camilapinzonm/

Experience

The Lily Project / Product Designer

Aug 2023 - Present / New York

- Led design and co-led product for their relaunch from ideation to execution.
- Crafted a the redesign overhaul to revamp a brand identity that echos with the target audience.
- Owned the building and maintaining elements of the design system to facilitate efficient development of the product.
- Created key aspects such as visual design, UI design, color schemes, iconography, typography and illustration.
- Worked alongside the Lead Product Designer and UX research to devise user-centric design processes incorporating market analysis, customer feedback, user interviews and usability testing.
- Collaborate closely with stakeholders, product designers and developers for design reviews to provide and seek feedback.

Devito-Verdi Agency / Visual Designer

Jun - July 2023/ New York

- Collaborated closely with the Brand Design team to integrate brand guidelines and adapt them to the optimal format for the product, ensuring a seamless alignment between the brand identity and the product's visual language.
- Took ownership over a variety of running the business design needs, from creating collateral for help center and app store materials to supporting marketing and business development design needs across all platforms.
- Advocate for the customer, handling customer needs and utilizing feedback, user goals, data, and business requirements to drive clear UX direction on the product.

United Nations / Visual Designer Fellow

Nov 2022 - May 2023 / New York

- Led a user-centered approach for the redesigned brand identity for the Secretary-General's Data Strategy Fund (The Complex Risk Analytics Fund).
- Established a record of delivering positive, impactful, and consistent UX across all touch-points (web, mobile, and offline) through mockups, wireframes, and polished visual UI designs.
- Advocated for all design choices to both technical and non-technical stakeholders clearly and effectively while building collaborative relationships with internal stakeholder leads.

CMYK Agency / Product Designer Intern

Nov 2022 - May 2023 / New York

- Grewed Arlo Hotels web bookings by implementing UX to the design of the CTA button.
- Createed wireframes, prototypes, high-fidelity designs, sitemaps, personas using Figma.
- Developed and worked with Figma component library and design system for mobile and web.

Education

Pratt Institute / SPS

Aug 2021 - Dec 2023 / New York

Digital Design & Digital Product Design

Careerfoundry / Bootcamp

Jul 2020 - April 2021/ Tel Aviv

UX-UI Design

William E. Studio / Conservatory

Aug 2007 - Jun 2009 / New York

Professional private performing arts conservatory

Skills

Design: Wireframing · Low+High Fidelity · User Flows · User Stories · Personas · Design systems · Mock-Ups · Prototypes · Style Guides · Icon Design · Typography · Branding · Visual Design · Prototyping · User Testing

Tools: Figma · Sketch · Invision · Photoshop · Illustrator · InDesign · HTML · CSS

Collaboration: Self-starter · Detail oriented · Flexible · Communicative

Languages: Spanish (Native) ·
English (Bilingual) · French (Intermediate) ·
Hebrew (Beginner)