

danielamaldonado

DESIGN + ENGINEERING

Education

2009 — 2015 · 4.1 GPA

Universidad Nacional de Colombia

BSc in Mechatronics

2015 — 2017 · 4.46 GPA

Universidad de los Andes

Master in Design

Skills

Hard: User research and user testing · Design Thinking · Information architecture · Wireframing and prototyping · Data analysis · Programming · Electronics

Soft: Communication & presentation · Quick learning · Mentoring · Leadership · Adaptability

Toolbox

Figma · Miro/Figjam · Adobe CC (XD, Illustrator, Photoshop, InDesign) · Arduino · Processing

Languages

Spanish: Native

English: Upper Intermediate

French: Basic

Contact

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Bogotá, Colombia

Portfolio

www.daniela-maldonado.com

Profile

UX Designer experienced in shaping technology, products, and services for the use of people. My expertise lies in capturing people's needs and business models to create value-added solutions, both physical (hardware) and digital (software), distinguished for being effective, innovative, and impactful.

Work Experience

Sr. UX Designer at Mercado Libre

Jul 2021 — Present

Designs the KYC experience which includes the design of campaigns, onboarding processes, and data collection flows to validate the customer's identity and comply with the legal requirements for Mercado Pago and Mercado Libre to operate in Latin America. Was promoted to Sr. Designer in February- 2023.

Sr. UX Designer at Colsubsidio

Apr 2020 — Jul 2021

Designed the digital experience of multiple Colsubsidio's websites, including the water park e-commerce platform, the hotels e-commerce platform, and Colsubsidio.com.

Freelance UX Strategist at Universidad de los Andes

Sept 2019 — Dec 2019

Designed the communication strategy for the website, the social networks, and the physical interactions of the Faculty of Social Sciences to engage more students and increase the visibility of the work done by teachers and students.

Instructor · Design Thinking applied to Social Innovation Course

Jul 2019 — Apr 2021

Taught an extension course to people from multiple disciplines interested in solving social problems through Design Thinking.

Innovation Consultant at A Piece of Pie

Mar 2018 — Jul 2019

Conducted market research to design human-centered business strategies and digital experiences based on key market opportunities.

Clients: Roche, Familia, Yara, FIFCO, Kimberly-Clark, and PepsiCo.

Instructor · 3D Modeling Course

Jul 2015 — Jun 2020

Taught an undergraduate course in organic 3D modeling, texturing, animation and rendering in 3ds Max

Volunteering

IXDA Bogotá Local Leader

Ago 2019 — Ago 2022

Planned and executed a content strategy for the UX community in Bogotá. I have conducted multiple live events interviewing and presenting talks for the IxDA Bogotá YouTube channel.