

VIOLETA PAGOLA

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VISUAL & UX DESIGNER

I help organizations design their visual identity and develop inspirational digital products.

Dedicated and accomplished Visual/UX Designer with over 5 years in IT industry. Committed, detail-oriented and enthusiastic professional focused on delivery of high quality services in interdisciplinary environments. Highly efficient and creative at problem solving. Effective communicator known for enthusiasm, ability to generate trust and positive work environment. Huge believer in the power of teamwork and co-creation process.

CORE EXPERTISE

- Visual design
- UX design
- Digital product design
- Branding
- UI and interaction
- Storytelling

KEY SKILLS

- ✓ Advanced communication skills
- ✓ Passionate interdisciplinary team player
- ✓ Time management
- ✓ Creative problem solver
- ✓ International mobility experience
- ✓ Illustrator, InDesign, Sketch, Zeplin

PROFESSIONAL EXPERIENCE

FREELANCE VISUAL DESIGNER

2013 - PRESENT

- Developing brand identity for entrepreneurs, small and local enterprises
- In charge of the entire design process: naming definition, moodboard and inspiration, formation of concepts and company's value proposition
- Creating brands/sub-brands and brand books
- Developing digital products: websites for various businesses. Responsible for overall design process of creating information architecture, flowmaps, low-fidelity wireframes, high-fidelity mock-ups, styleguide, assets and tracing.
- Design of publications and visual content for various clients including the International Hydrological Programme for UNESCO Latin America and the Caribbean

GLOBALANT, MEXICO

VISUAL DESIGNER

JAN 2018 - JUN 2019

Job description

- Executed all visual design stages from concept to final hand-off to engineering
- Involved in the development and implementation of the design systems for all digital products for Openbank
- Designed user-centered interaction models, wireframes and high-fidelity screen mockups
- Created storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Created and organized production assets
- Collaborated with developers through the implementation phase to realize design vision

GLOBANT, ARGENTINA VISUAL DESIGNER

DEC 2014 - DEC 2017

Job description

- Supported product development from initial concept to product delivery
- Developed successful digital campaigns for multiple e-commerce clients
- Leading designer for the homebanking mobile app that was launched in 2018
- Closely collaborated with multidisciplinary UX and development teams on technical implementation

NATIONAL UNIVERSITY OF LA PLATA TEACHING ASSISTANT

2010 - 2013

Job description

- Performed teaching-related duties on the modules "Visual communication design", "Introduction to Visual Communication Design": developing teaching materials, student supervision, preparing and giving examinations

EDUCATION

MSc User Experience and Technological Innovation, Barcelona School of Design and Engineering (SHIFTA) | 2019-2020

Visual Communication Design, School of Fine Arts, National University of La Plata, Argentina | 2009-2013 (GPA 8.37)

PROFESSIONAL DEVELOPMENT

Intensive course Copyright 3.0: Naming, Tagline, Brand voice and Storytelling, SHIFTA | 2019

English for Business Communication, University of Toronto | 2019

Programme: User experience in digital product design, Globant | 2014

DIGITAL TOOLS

DESIGN TOOLS

- Adobe: Illustrator, Photoshop, InDesign, XD, Animate, After, Premier Pro, etc
- Sketch
- Figma

PROTOTYPING & COLLABORATION TOOLS

- Invision
- Principle
- Zeplin

CODING & CMS TOOLS

- Sublime text (HTML, CSS, Java script)
- Wordpress

LANGUAGES

SPANISH: Native | **ENGLISH:** Advance