

Valentina Zapata Pinilla

+57 3187782691 - vzapatap@hotmail.com - Bogotá, Colombia Cra 8h #173-48 -

Portfolio: www.vzapatadesigner.com - LinkedIn: www.linkedin.com/in/valentina-zapata-pinilla-553593166

GENERALIST DESIGNER

Bilingual Industrial Designer with over 3 years of experience in contact centers, BPO, healthcare, transportation, retail, and banking. As a Generalist Designer, I combine strategy and creativity to develop functional, accessible, and visually appealing solutions aligned with business objectives and user needs. I specialize in UX/UI, product and service design, visual communication, and user and competitive research. Expert in agile methodologies (Design Thinking, Lean UX, SCRUM) and experience monitoring indicators, applying User-Centered Design, and collaborating with multidisciplinary teams. Passionate about equity, inclusion, and sustainability, always focused on creating solutions with a positive impact.

KEY COMPETENCIES

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|-------------------|----------------------------|--------------------|---------------------|-----------------|
| • Design Thinking | • Voice of the Customer | • Wireframing | • Design system | • Illustrator |
| • Lean UX | • Figma | • Muckups | • Autocad | • Indesign |
| • SCRUM | • Wordpress-Elementor | • Prototyping | • Rhinoceros | • Photoshop |
| • User Flow | • Information architecture | • Microsoft office | • Responsive Design | • After Effects |
| • User testing | • Design systems | • Miro | • Chat GPT | • Premier |

PROFESSIONAL EXPERIENCE

Freelancer (Graphic, UX/UI and motion designer, user researcher and illustrator)

Feb 2023

I have developed projects such as designing a digital suite (app and website) for Gabriela Rojas Estimulación Adecuada, applying Lean UX and Design Thinking to deliver a 360° experience (user research, user flow, wireframing, AI, prototyping, user testing). At AWÁ Colombia, I designed a product line, from user research to production, achieving a 10% increase in revenue, and we are currently designing their online shopping application. I have also created graphic material for social media for GP Protección Inmobiliaria and Hollywood Pets, increasing traffic by 20%, attracting new customers, and strengthening the brand in the market. My main areas of work include branding, social media material and corporate communication, P.O.P material, UX design, user research, interactive prototypes, interface design, and testing.

Emtelco

Feb 2020 - Apr 2021

Customer Experience Design Analyst (Graphic designer, CX, UX/UI, user researcher /UXR)

I designed service experience manuals. Through Design Thinking, I optimized processes, improving employee efficiency and increasing customer satisfaction by using tools such as Customer Journey Maps, personas, empathy maps, Service Blueprints, and mystery shopping. I conducted competitor audits and qualitative and quantitative research to better understand the user. I designed user flows and participated in the design and testing of channels such as IVRs, Apps, ChatBots, and Chat, focusing on the experience, interface, scripts, information architecture, and corporate image. Additionally, I measured and ensured the compliance with key experience indicators (SATU, CES, NPS, SPC).

Nexa BPO

Aug 2018 - Feb 2020

Analista de comunicaciones (Graphic and UX/UI designer)

I created and managed internal and external corporate identity and image manuals for the company and its clients. I developed national signage and physical and digital design systems, led projects to optimize communication processes, managed the pre and post-production of videos, and designed graphic materials for the corporate social network. I participated in the company's rebranding and positioning through internal and external campaigns, organizing and executing corporate events, and collaborated in the design of the interface and experience of the corporate intranet for over 8,000 employees.

Oriental Amandari

Mar 2016 - May 2018

Designer (Graphic designer)

I took product photography and edited the images, designed creative materials for points of sale (P.O.P.), and developed corporate communication strategies, increasing social media followers by 15%. I strengthened the brand presence and organized fairs and events to promote the company.

EDUCATION & CERTIFICATIONS

- **Google UX Design**, Google, Apr 2024- May 2024
- **Zero to One: Turn Your Idea into a Designed App**, Stanford University, Jan 2022 - Aug 2022
- **Industrial Design**, Universidad Jorge Tadeo Lozano , Feb 2014 - Aug 2018
- **Specialization in Design Management**, Universidad Jorge Tadeo Lozano , Feb 2018- Aug 2018

EXTRACURRICULAR ACTIVITIES

Aupaircare

Exchange

Techo

Volunteering

LANGUAGES

IELTS and Duolingo Certification: B2

Spanish: Native