

# DIANA LÓPEZ

SENIOR PRODUCT DESIGNER

www.dianalopezdv.com

## CONTACT

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## INFO

### Date and birthplace

March 21st, 1985

Colombia

## EDUCATION

### Service design Online Course

Institute: UXER School

Year: 2020

### Design Research Course

Institute: UXER School · Madrid

Year: 2018

www.uxerschool.com

### Mobile app design course

Institute: Cice - Madrid Spain

Year: 2013 - 2014

www.cice.es

### Master: Editorial design

Institute: IED - Madrid Spain

Year: 2010 - 2011

www.ied.es

### Bachelor's degree:

#### Visual designer

Institute: University of Caldas

Manizales - Colombia

Year: 2002 - 2007

www.disenovisual.com

## EXPERIENCE

### 2018 - currently · Specialist Architect UX · Accelya - Madrid

Researched, prototyped and designed iterative B2B solutions for airlines and cargo, working with PMs to balance business needs and user-centered approach. I've been working for IATA, SAS, Iberia, Finnair, Emirates and cargo solution in Dubai

### 2015 - 2018 · Senior UX / UI · Unidad Editorial - Madrid

I worked on the user experience and interface of different digital products in Unidad editorial, being part of the digital transformation for productos like: El Mundo.es - Marca.com and portals like Yodona - Papel - Fuera de serie. Events like presidential elections, football leaks, Roald Dahl special, among others. I also participated in studies of user tests -on site and remote- and I was part of the design system definition.

### 2012 - 2015 · Visual Designer · University of Trento - Italy

I worked in 2 projects:

**ICT Research:** Prototyped low fidelity wireframes to support the HCI PHD students working on European research projects, help them publishing the scope results (web and multimedia), and providing the UI to devs for web and app design.

**DALI:** Web design for the project and support the research results communication

### 2011 · Visual Designer - Trama · Spain (internship IED)

Visual design for different Spanish companies mainly FNAC and RBA books

### 2010 · Visual designer · Catholic University · Colombia

I worked on the development for e-Learning project, creating the user Interface and web design, also supporting on the graphic resources and interactive animations for students subjects.

## HUMAN SKILLS

Creativity



Design



Passion



Curiosity



Team Player



## SOFTWARE SKILLS

Figma



Sketch



Invision



Research



Agile



## LANGUAGES

Spanish / Native



English / Good



## HOBBIES

Love all craft stamps techniques / I'm a cat person / Music always on / getting lost in the pages of a good book / Travel / popcorn and movies / Now learning Ukulele