

# ANGELICA MORALES

## Experience

### Sperientia Studio + Lab – Co-lead UX Design Researcher

Feb 2022 — Present.

- Researching and designing different projects that are currently in-development.
- Generating various prototypes and scenarios for client’s user problems.
- Fielding research that focus on design innovation.
- Planning and participating in research activities, such as: brainstormings; expert and content evaluations, as well as open-ended exploratory research to concept validation.
- Conducting usability and content tests, recruitment and user interviews for two large financial institutions in Mexico.
- Collaborating with stakeholders, product managers and product designers to help define necessary requirements.
- Redesign of elements in physical spaces through the use of design thinking methodologies to improve the ergonomy and accesibility of new products in-store for offices, locals and mindfulness spaces.

### Freelancing activities – UX and Interactive Designer

Jan 2021 — Feb 2022.

- Designed and research various concepts and prototypes through Discovery Interviews based on the user’s needs for No+Fraud, BiBE, Diseize, Discovery camp, Qundo café and Mostaza Ink.
- Implemented the application of inclusive design and accesibility features through UX writing and usability inspections.
- Collaborated with multiple stakeholders to conduct needfinding through co-creation sessions.
- Created a new information architecture schema and content strategy, as well as designing sketches, wireframes, flow diagrams and prototypes.

### Totem Studio – Motion and 3D Designer

Jan 2021 — Feb 2022

- Animated and designed 3D and 2D assets for numerous projects (Samsung, Coca-Cola and Topo Chico).
- Collaborated with developments teams to create 3D modelling of environments, objects and characters.
- Worked alongside writers and producers to create unique designs to translate artistic vision into visual mediums.

### Mostaza Ink – UX Designer

Jul 2020 — Feb 2021

- Created wireframes and contributed to the visual design of a website and mobile app for clients within the health, food and finance industry.
- Provided presentations for BiBE, No+Fraud and Diseize on the final deliverables to improve the experience of web pages.
- Designed illustrations and animations for websites and mobile apps for BiBE, No+Fraud and Diseize.

### Ibero Puebla – User Experience and Designer (Intern)

Aug 2019 — Feb 2020

- Developed the Information Architecture through the definition of categories, contents and taxonomy to improve user flows and interactions for video games interfaces developed in-house.
- Researched specific topics related to societal issues to develop a narrative story for games.
- Designed of 3D assets and 2D visual elements in accordance with the softwares and manager’s requests and guidelines.

### Totem Studio – Concept and 3D Design (Intern)

Jun 2019 — Dec 2019

- Worked in motion graphics technique to create sensorial videos based on video mapping techniques for staging at African Safari in Puebla, Mexico.
- Worked alongside art directors and project managers to design and model 3D assets and characters for TED Animation.

I am a Design Researcher specializing in User Experience and Design.

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in angelica-morales-polyframe

## Education

**Ibero Puebla**

Apr 2020

Design Interaction and Animation

## Skills

### Design

UX Research – UI Design –Information Architecture – Usability Testing – Journey Mapping – Wireframing – Prototyping – User Testing – Motion Graphics – Illustration – Conceptualization – Web Design

### Software

Figma – Sketch – Adobe CC (After effects, Photoshop, Illustrator) – Slack – HTML – Cinema 4D – Unity

## Certifications

- **Jobs to be done:** Theory and practice to model the space of the problem
- **Behavioral Design** – Mexican Institute of Behavioral Economics A.C.
- **Design Thinking** – Strategy for creative thinking and innovation
- **Design Researcher** Training program
- **Disruptive innovation**
- **Design research Models**

## Recognitions and awards

**Diseña Mexico** — National Winner Software for electronic devices 2021

**A! Design Awards** — National Winner Student App 2021

**Diseña Mexico** — Honorable Mention Mobile App 2020

**CLAP Awards** — Motion Graphics & Video Clap Selection 2021

**Foresight Festival No5** — Audience Favorite selection 2021