Melissa Ortíz R.
UX-UI Designer

Enthusiastic multidisciplinary designer with 2+ years of architecture & design experience. My passion is creating exceptional experiences in digital products and designing intuitive, enjoyable solutions throughout the user journey.

My architecture background has given me a unique perspective as a designer. Creative thinking, user-centered design and technical skills, are the common denominators I share in both of my career paths.

A never-ending learner who enjoys solving complex problems.

Experience

April 2022 - Present
Architectural lead designer
GonSAS Company

- Successfully led multiple projects from the proposal through completion, ensuring adherence to timelines and budgets.
- Starting with user understanding and requirements, created highly balanced spaces between form and function to elevate user interaction and experience within the designed spaces.
- Led the design team into winning six proposals of high-level contracts with multiple universities in Bogota, summing up 1.5MM USD in valuation.
- Played a key role with compliance and governance documentation of a 70 MM USD solar park, showing versatility and adaptation skills.

September 2021 - March 2022
Architectural Designer
Kodama Company

- Led the design process for 50 high-profile residential eco-friendly homes, each one with multiple customizations in style, interior design and materials.
- Applied a design thinking approach to create spaces that enhanced user experience, functionality and sustainability.
- Used 3D modeling software to visualize designs in an user-friendly way for customers.
- Delivered design presentations to clients, and led meetings to get user input and feedback.
- Refined designs according to client's input, ensuring the final outcome met all requirements, budget and customer's satisfaction.

Diciembre 2019 - Mayo 2021
Intern
Urbanittá

- Developed urban design proposals, employing innovative solutions for the revitalization and utility of space.
- Analyzed social behaviors, mobility patterns and urbanistic zone distributions to find the most functional configurations for citizens.
- Presented the project design in "Alma Viva contest".

Independent Projects and Apps

January 2024
Pokemon Web – app Game

- Web-app developed using HTML, CSS, and JavaScript
- The website features six characters and is designed with a thoughtfully selected color palette and typography to enhance user engagement

September 2023
Food Market App http://surl.li/nkfoo

- App designed using Figma, Illustrator and Photoshop.
- The application aimed to create a recipe app connected to a supermarket to ensure product delivery, cost estimation, and recipe guidance.

June 2023
QuickNotes App http://surl.li/nkfqy

- This app included all the essential note-taking features and ensuring efficiency in its usability

Want to know more about me?

+57 302 207 0763

Click **here** to see my portfolio

Education

2017 -2021
Universidad de La Salle
Bachelor Degree in Architecture Design
GPA: 4.3/5.0

Platzi

User Centered Design
User Research
Advanced Figma
Design Sprint
Mobile Interface Design
Design Thinking

Awards and Recognitions

2021
Universidad de La Salle
Meritorious Research Award Nominee

2021
Urbanittá
Finalist Alma Viva Contest

2020
ACFA
Finalist Ciudades y arquitecturas abiertas

SKILLS

Design tools
Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign.

Design Methods
Wireframing, typography, interface design, User research, Design sprint, Design thinking.

Prototyping
HTML, CSS, JavaScript.