

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.

I am a never-ending learner who enjoys solving complex problems.

WANT TO KNOW MORE ABOUT ME?



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Click [HERE](#) to see my portfolio

Experience

April 2022 - Present

Architectural lead designer

GonSAS Company

- Successfully **led multiple architectural design projects** from proposal to completion, ensuring adherence to timelines and budgets.
- Led the user research process to design spaces with a **harmonious balance between form and practical function** to enhance the user interaction and experience within the environment, starting with a **deep understanding of the user needs** and how they will feel within the space.
- Led the design team into **winning six proposals** of high-level contracts with multiple universities in Bogota, summing up **1.5 MM USD** in valuation.

September 2021 - March 2022

Architectural Designer

Kodama Company

- Led the design process for **50 high-profile residential** eco-friendly houses, each one with multiple customizations in style, interior design and materials.
- Applied a **design thinking** approach to develop spaces that enhanced user experience, functionality and sustainability.
- Leveraged 3D modeling and design software to create intuitive visualizations of designs for customers.
- Refined designs according to client's input, ensuring the final outcome met all requirements, specification and budget.

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 local inhabitants.

Independent Projects and Apps

WEB-APP GAME

- The website features **six characters**, each designed with a thoughtfully selected color palette and typography to enhance user engagement.
- The game focuses on having two characters confront each other, each with their own powers, and managing their lives to determine a winner.
- Web-app developed using HTML, CSS, and JavaScript.

FOOD MARKET APP 🍷

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

QUICKNOTES APP 📝

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

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

UX - UI tools

Figma, Sketch, Adobe XD

Visual Design

Photoshop, Illustrator, InDesign.

Design Methods

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

Prototyping

HTML, CSS, JavaScript.