Hello ! 🚀 I'm *Camila Coelho*
an UX UI Designer based in Milan, Italy

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Profile ↓

A UX UI designer with a background in industrial design. My expertise in crafting products gives me a keen eye for detail and a deep understanding of the user's journey. Proactive by nature, I possess strong leadership, empathy, and communication skills that enable effective collaboration and the creation of exceptional user experiences.

With over 4 years of experience in designing communication, I empathize both with B2B and B2C customers. Deeply understanding their thoughts, feelings, and desires enables me to create user-centered designs that address genuine needs.

My goal is to transform ideas into intuitive and delightful products that people can easily use to interact with the world that surrounds them.

Education ↓

Msc. Communication design
Politecnico di Milano   2021 - 2023

Thesis: Designing for the Agritech Sector
UX UI Design for information management on Colombian farms

Bachelor degree - Industrial design
Universidad Nacional de Colombia   2013 -2018

Thesis: Voraz product-service system for the sale of healthy snacks for office young workers in the city of Bogota.

Intern - Industrial designer
Hill - Rom   2016 - 2017

On-site and desktop user and trend research, concept development and team workshop planning and facilitation for the company's new line of stretchers.

Languages ↓

Spanish
Native Language

English
Proficient (C1)

French
Proficient (C2)

Italian
Intermediate

Work Experience ↓

Visual Designer
Freepik Company   2021 - Now
                                 Spain (Remote)

I have created over 1000 visual assets, including illustrations, mokcups, landing pages and social media campaigns with over 75 000 downloads for the platform.

Data Designer & Illustrator
Apostrophe One   2022
                                 London (Remote)

I designed with Valentina d' Efilippo more than 50 pages for Britannica's last publication Infographica. A dataviz and illustration based encyclopedia for children from 10 to 14 yo. to be published in October of 2023. ↗

Project Manager - Storyteller
Tell - Business storytelling 2019 - 2020
                                  Bogotá

I worked hand in hand with the client and led the design team from research and concept to implementation of more than 10 diverse communication strategies for NGOs, private and public companies.

Service & Product desginer
Freelance project   2017
                                  Bogotá

I developed a snack food trolley service system to allow people with intellectual disabilities create their own entrepreneurship project: brand redesign, service blueprint design and touch points, adapted to the needs of workers trolley design and production follow-up, uniform, flyers, pins,...

Skills ↓

Hard Skills	Soft Skills
· Project management	· Team player
· User research	· Storytelling
· Design thinking	· Workshop facilitation
· Visual thinking	· Continuous learning
· Information architecture	· Empathy
· Data visualization	· Problem solving
· Illustration	· Leadership
· Wireframing & Prototyping	· Systemic thinking

Tools ↓

· Figma	· ChatGPT	· Mural / Jamboard
· Adobe creative suite	· Slack	· Rawgraphs
· Webflow	· Trello	· Notion