

MICAELA VILLALOBOS

GUIDING COMPANIES THROUGH DESIGN AND INNOVATION

Professional with more than 2 years of experience working in UX Projects in the telecommunication and banking industries. I focus in the creation of digital platforms and mobile applications and mostly I am in charge of working in the structure, workflow, copywrite and interactions of the digital products. I am passionate about creating, reinventing and improving products and services through design, strategy and innovation.

WORK EXPERIENCE

UX/UI Designer

UST Spain

January - October 2021

Responsibilities:

- Review and improve the copywrite of the application in iOS and Android.
- Propose ideas to redesign the application in iOS and Android.
- Low and Hi-Fidelity prototype of the application in iOS and Android.

Achievements:

- New copywrite of the application in iOS and Android realized.
- New application design in iOS and Android.

Innovation Coordinator

Emprende UP

March 2018 - April 2019

Responsibilities:

- Organized training sessions for students and companies about innovation, design and soft skills.
- Taught the pre-incubation program to entrepreneurs in early stages.
- Worked with private companies and universities in order to help them promote innovation culture in their organizations.

Achievements:

- Traveled to different cities in Peru in order to teach and promote innovation and entrepreneurship skills to local craftsmans and organizations through workshops.
- Launched and organized training sessions about innovation, design and soft skills.

UX Designer

Acceso Corp.

April - December 2017

Responsibilities:

- Create the structure, design, interaction and usability of the company's platforms.
- Conduct user research and testing with real users.

Achievements:

- Launched the first online platform of the company that was able to pre approve a credit line to new prospects.

EDUCATION

Ironhack

UX/UI Design Bootcamp

October 2020 - To date

IED Barcelona

Master of Strategic Design,
Innovation and Entrepreneurship

January 2020 - March 2021

Universidad del Pacífico

Bachelor of Business
Engineering

2010 - 2016

Aalto University

Exchange Student
Program

January - May 2014

SKILLS

- Languages: English (advanced) and Spanish (native)
- Programs: Microsoft Office, WordPress, Sketch, Figma, Axure, Invision, Zeplin, Adobe Creative Cloud
- Methodologies: Design Thinking, Lean Startup, Customer Discovery

ADDITIONAL INFORMATION

- Learning by Helping student at "Creación de Modelos de Negocio con Impacto Social" and member of "Multiplicadores B" community.
- Certified as a Life Coach with PNL - "MejorArte" - July 2018
- Certified as a Yoga Teacher RYT-200 by Kashish Yoga
- Certified facilitator in the use and application of the Lombard Method - "Actitud Creativa" - August 2017
- IDEO U: From Ideas to Action - License Number: 2816-1120458 - November 2017

CONTACT INFORMATION



+34 677 64 54 91



micaelavillalobosa@gmail.com



LinkedIn: @micaelavillalobos



EU Citizenship (Italian)
Madrid, Spain