

Paulina Paz

Senior Product Designer (UX / UI)

<https://paulinapaz.github.io/>
[LinkedIn Profile](#)

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Cape Town, South Africa

I'm a qualified architect turned UX Designer with 4+ years of experience delivering end-to-end product design, UX, and UI design for responsive web applications.

Education

Bachelor of
Architecture
University of Arkansas

Class of 2015

Bachelor of
Business Administration
University of Arkansas

Class of 2019

Certificate in
User Experience Design
University of San Diego Extension

2019-2021

Experience

Senior UX Designer
xneelo (Pty) Ltd

Apr 2020 - Present (2+ yrs)
Cape Town, SA - Remote

Currently, I am the product designer for various cloud offerings. I create Figma prototypes, conduct user testing, oversee production specs, and facilitate design reviews. I contribute to the design system and help implement new design patterns. I collaborate closely with product owners, software developers, and QA engineers during the development cycle.

Previously, I focused on the user experience and end-to-end design of the control panel's email and website management tools.

UX Designer and Product Owner
Lightswitch Solutions

Jul 2019 – Mar 2020 (9 mos)
Cape Town, SA

I led discovery workshops, collaborated with stakeholders to define product vision, and designed the user experience of three web applications in e-commerce, e-learning, and marketplace. I worked closely with a team of software developers, designers, and testers to drive product development and plan product features.

Web and Product Designer
Self-employed

Jan 2018 – Jul 2019 (1 yr 5 mos)
Cape Town, South Africa

I designed and built WordPress websites using Elementor page builder for various clients. I designed the user experience and interface of a mobile social application. I worked closely with business stakeholders to define product features. I created the user experience and managed the software development of my web application for kitchen renovations.

Architect
SAOTA

Jul 2015 – Dec 2017 (2 yrs 6 mos)
Cape Town, South Africa

I was one of the architects in the USA team, involved in the design process from initial design concept to final design development of high-end residential projects. I delivered 2D and 3D models in Revit.