

# ELIANA MEJÍA

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## PROFILE

Creative Technologist and Graphic Designer, working in the digital media for several years. Interested in new technologies and digital communication.

Specialized in conceptualization and digital product design, user experience, user research and digital interface design. Some of my most recent work focuses on consultancy in UX and UI design, design for Virtual Reality / 360 videos and Augmented Reality.

## SKILLS

VR / AR / WebXR  
User Interface Design  
User Experience Design  
User Research / Testing  
Content Architecture  
Design Systems  
Wireframing & Prototyping  
Agile / Lean UX

### SOFTWARE:

Figma  
Adobe Creative Suit  
Sketch  
Jira / Confluence  
Amplitude  
Qualtrics  
Zeplin  
Unity (In progress)  
TouchDesigner (In progress)  
Keynote / Office

### CODING:

HTML / CSS  
Javascript (In progress)  
C# (In progress)

## LANGUAGES

English (Fluent)  
French (In progress)  
Spanish (Native)

## EXPERIENCE

### UI & UX DESIGNER [CONSULTANT] - [Apr 2022 - July 2023]

BARCO - Belgium

In charge of company product analysis to understand the user needs and layout product improvements in different contexts and with coordination of different stakeholders. The process includes transforming insights and ideas into interaction concepts, through user research, prototyping, testing, and validation.

### LEAD DESIGNER - [Aug 2018 - Feb 2021]

LUCIDWEB - Belgium

Worked as product designer focused on user experience and user interface design for Lucidweb Pro platform and company's custom projects built in WebXR, Virtual Reality and Augmented Reality. In charge of user research, product analysis, user testing and marketing support.

### UI & UX DESIGNER - [Nov 2017 & Jan 2018]

DEFIANT FILMS - United Kingdom

FREELANCE. Redesigned the company website by defining the architecture of information, wireframes, prototypes and mockups, focused on user experience and usability. Provided communications and graphic design consulting.

### UI & UX / SENIOR DESIGNER - [Aug 2015 - Sep 2016]

MINISTRY OF INFORMATION AND COMMUNICATIONS TECHNOLOGY OF COLOMBIA - Colombia

Worked as the senior designer for the communications team at Apps.co and Digital Contents office. Was in charge of graphic content production for internal and external communication, social media, email marketing, digital campaigns for different programs, web master for the platform, UI & UX designer for side projects and design supervisor of campaigns for the Ministry around the country.

### UI & UX DESIGNER · ACCOUNT EXECUTIVE - [Apr 2013 - Jun 2016]

MR. VALDEMAR - Colombia

Designer for digital products, mobile applications and websites for different clients like non-governmental organizations and institutions in the educational sector. Design team leader and account executive for projects with Ministry of National Education in Colombia. Experience with project planning and product design, including wireframing, prototyping, mockups and usability.

### DESIGNER - [Apr 2011 - May 2012]

IDEODROMO - Colombia

Designed graphic pieces for the internal communication of the agency and external clients. Developed the graphic content for national campaigns, directed to different channels like digital media, national and international TV and national press.

## EDUCATION

[Oct 2016 - Dec 2017]

### MASTER. CREATIVE TECHNOLOGY *Merit*

MIDDLESEX UNIVERSITY

London · United Kingdom

[Nov 2012]

### PROFESSIONAL GRAPHIC DESIGN

LOS LIBERTADORES UNIVERSITY

Bogotá · Colombia

## RELEVANT COURSES

[Dec 2021]

EU Projects' Design and Management.

VOCAL EUROPE / Brussels · Belgium

[May 2016]

Usability fundamentals for "Government Online".

USARIA / Bogotá · Colombia

## AWARDS

[Jan 2019]

### MIT REALITY VIRTUALLY - HACKATHON

Winner Best use of Vuforia (Awarded by PTC)

MIT MEDIA LAB / MA · United States

[Nov 2019]

### MOBILE UX LONDON

"Designing for the immersive web"

London · United Kingdom