



Pedro Sanoja

UX Designer

PORTFOLIO

pedrosanoja.com

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LINKEDIN

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SKILLS

User Experience
User Research
Human-centered Design
Product Design
Service Blueprint
Customer Experience
Workshop facilitation
Prototyping
User Testing
Usability
Project/Team Management
Design Sprints
Concept Sprints
Interface Design
Motion Design
Mobile + Web trends
Design Systems
Web Typography
Front-end Development
Brand Strategy
Agile mindset
Innovation
Entrepreneurship

INTERESTS AND HOBBIES

Travel, running, Tennis,
vinyl records

VOLUNTEER WORK

LAKINO Latin American
Film Festival (Berlin 2013),
Festival de Cine
Venezolano (Merida 2006).

LAST WORK EXPERIENCE

Service/UX Designer, (Contractor)

Mckinsey & Company
Bogotá (Colombia)
2018

As a User Experience specialist, I was in charge of consulting and giving expertise on two projects from a user-centered approach on a service and also a product design process. We Planned and facilitated workshops, managed deliverables, user testing, prototypes, UI with the highest standards.

Senior UX Lead, Innlight

Buenos Aires (Argentina)
2017-2018

As part of "Mesas Agiles" in Telefonica, We focus on facilitate, guide and provide design expertise on every team and project charter. I helped on every challenge on understanding and identifying pain points and opportunities. Later to ideate, frame, and prioritize based on what we found on every Journey, and then build prototypes and learn staying close to the services and products we were building.

UX Designer, EGO Agency

Buenos Aires (Argentina)
2015-2017

Worked for +2 years with several teams to design and build a new Banking experience for more than 3million customers. Completed user research to identify opportunities for improving in -3 months a new sales and claim processes at Zurich Insurance Group, leading a team of four. Collaborated with the UX design team of the Santander Rio banking app.

Product/UX Designer, Dimensional Studio

Buenos Aires (Argentina)
2014-2015

D.Studio was made to design end-to-end digital products and services, with a human-centered design mindset to find the right solutions and show great experiences. Using a wide range of technical and professional skills I was able to manage teams and client relationships for 9 projects. The project didn't work out for personal reasons.

Head of Design, NOON Artists/Records

*Barcelona (Spain) &
Buenos Aires (Argentina)*
2012-2014

As employee #1, I collaborated closely with co-founders to design all materials needed for artists, releases and communications. Supervised design contractors or agencies, wrote and/or edited copywriting, did brand strategy, web desing and dev, online booking platform, supervised production of digital and printed materials.

Designer (Freelance)

Barcelona (Spain)
2008-2014

Back on the days as freelancer I adquire experience in different roles in startups, studios and agencies, in creative ecosystems such as Barcelona, Berlin and Mérida; Participated in more than 30 projects, won 2 industry awards, showcased in 2 design books, 4 design magazines and participated in 3 design exhibitions.

EDUCATION

UX Design Certification

2017

RED Academy. Toronto, ON.
10 weeks intensive course

Master in Motion Graphics

2009-2011

Escola Superior d'Imatge i Disseny, Barcelona, Spain.
2 years Master course.
Diploma issued by Universitat Abat Oliva.

Systems Engineering

2003-2008

PSM, Merida, Venezuela.
4.5 Years. Bachelor degree.

Information Technologies

1999-2002

UTS, Merida, Venezuela.
3 years. Diploma.

PROFESSIONAL DEVELOPMENT

10+ years actively participating in many Design related courses, workshops, meet-ups and international conferences. Most recently in Toronto, Buenos Aires and Barcelona.