

Marysol Ortega Pallanez

USER EXPERIENCE DESIGNER

SUMMARY

With 8 years of experience in user experience and interaction design—mainly working for two software development companies—, I recently graduated from the Master in Graphic Design at NCSU, a program that focuses on research-based design, expanding my skills in communication and user experience design.

PROFESSIONAL PRACTICE

Visiting UX Design Researcher/UX Lead

2014 - PRESENT

NEARSOFT INC. | HERMOSILLO, MEXICO

- Organizing and running the [UX Clinic](#), an initiative to share our design expertise with the community
- Giving structure and consolidating the UX Team, leading a group of designers through the implementation of Human-Centered Design and Participatory Design approaches
- Facilitating workshops for software developers to practice and get familiar with the design process

User Experience Design Intern

MAY - AUG 2012

T-MOBILE USA, INC. | SEATTLE, USA

- Collaborated with visual designers, interaction designers, and user experience researchers to develop product and service design.
Participated in user research studies for mobile phones, services, and prototypes with representative end-users.
- Led focus group studies.
- Collaborated in the creation of visual and interaction design for in-house mobile phone applications.

Start up Co-founder

2010 - 2011

DATASHELVES.COM | HERMOSILLO, MEXICO

- Formed part of a team of entrepreneurs coming from different backgrounds, but with the same passion to build and design a new product. We created Dataselves, a Q & A website focused on helping users find answers to their questions using hard data.

WEBSITE

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SKYPE

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PROFESSIONAL PRACTICE (CONTINUED)

User Experience Designer

2009 - 2011

NEARSOFT, INC. | HERMOSILLO, MEXICO

- One of the two lead designers in charge of User Experience, Interactive User Interfaces, usability for websites and web-based applications.
- Led teams as project manager, leading small software development teams and client relationships using Agile methodologies such as SCRUM.

Freelance UI & Ix Designer

2007 - 2010

MEXICO & UNITED STATES

- Created websites for business owners and information technology for outsourcing companies in Mexico and the US

UI and Graphic Designer

2006 - 2007

E-BUSINESS CONSULTORES. | HERMOSILLO, MEXICO

- Designed UI for software products for government and business.
- Created in-house graphic design for branding purposes.

EDUCATION

Master of Graphic Design Degree | USA

2011 - 2013

NORTH CAROLINA STATE UNIVERSITY | RALEIGH, USA

- Fulbright Scholarship
- Academic Excellence as Graduate Student

Relevant Coursework:

Design as a Cultural Artifact, Design and Cognition, Design as a Cognitive Artifact, New Information Environments

Bachelor of Graphic Design Degree | Mexico

2000 - 2004

UNIVERSIDAD DEL VALLE DE MEXICO | HERMOSILLO, MEXICO

- Trilateral Consortium (Canada/Mexico/USA) Student Scholarship
- Esposos Maldonado Scholarship

Relevant Coursework:

Selected Topics of Semiotics; Selected Topics of Psychology for Design; Product Design; Editorial Design; Advanced Photography; Corporate Identity

DESIGN SKILLS AND METHODS

- Contextual Inquiry
- Generative Research
- Participatory Workshops
- Usability Testing
- Rapid Paper Prototyping
- Mapping and Diagramming
- Scenarios / Storyboarding
- Personas

DESIGN INTERESTS

- Activity Theory
- User Experience Design
- Human-Computer Interaction
- Multimodal Interaction
- Design Research Methods
- Mobile Experience
- Ubiquitous Computing
- Tangible User Interfaces
- Design for Social Innovation
- Inclusive Design

LANGUAGES

- Spanish: as a native speaker
- English: bilingual proficiency

SOFTWARE

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign

TECHNOLOGIES

- HTML5
- CSS3
- CMS: Wordpress