



PAULA VALENCIA

Interactive Media Designer

SKILLS



LANGUAGES



CONTACT

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PROFILE

Hi! I'm Paula, a passionate interactive media Designer from Colombia. By being raised by communicators and a marketing specialist, I developed from an early age the ability to recognize target audiences, put myself in the client's shoes and create innovative ideas capable of meeting the objectives set, thus developing in me a strong interest in learning from different cultures and how designs and experiences transform through it.

I consider myself an Imaginative Designer with excellent analytical, research, and collaboration skills. Consistently recognized for fresh ideas and outside-the-box thinking.

WORK

2022

Freelance Multimedia Designer

September 2021 / Present

Working as a multimedia designer with different clients in projects such as, educational booklet design, social media publications design, logo design, content strategy creator and as a graphic designer.

2021

Digital Marketing Analyst

Colgate Palmolive - July 2021 / September 2021

Responsible for implementing and updating the digital assets (websites, videos, tags) for Colgate subsidiaries worldwide, following the divisional and global digital strategies. You will work with main stakeholders from Digital Marketing, eCommerce, Markeng and with our Partner Agencies, supporting multiple brands.

2021

Analyst - Game Developer

Corporación Talentum - July 2019 / April 2021

Requirements analyst and game developer in a corporation that works with "Gobernación Del Valle". With my team, we developed educational games with the purpose of encouraging the use of technology in an educational environment for populations with low resources.

2018

UX Research Intern

Mitsue-Links Co. LTD - April 2018 / July 2018

Worked as a research intern for user experience in Japan. Participated in quantitative and qualitative research methods such as usability testing, A/B testing, and user interviews.

https://www.mitsue.co.jp/english/global_ux/blog/201805/16_1800.html

EDUCATION

2020

PLATZI

UX Process Management - February 2020

Video Game Design - February 2020

Flutter - August 2020

2018

ICESI UNIVERSITY

Interactive Media Designer

July 2013 - August 2018

2018

MITSUE-LINKS CO. LTD

UX Research Internship

April 2018 - July 2018

2017

NIHON UNIVERSITY

International Exchange Student

September 2016 - February 2017