



LUISA MARTINEZ RIAÑO

Digital designer interested in working with interdisciplinary teams. Passionate about research based and user centered design.

EDUCATION

Masters in Digital Media

Center for Digital Media | SFU
Vancouver, Canada | In progress

Technical Web Designer Certificate *With Distinction*

British Columbia Institute of Technology
Vancouver, Canada | 2019

Bachelor of Fine Arts, Advertising Art Direction

Summa Cum Laude
Columbia College Chicago
Chicago, IL | 2013-2017

Minors:

Creative Advertising & Marketing

Digital Photography I

Certificate LCI Bogotá
Bogotá, Colombia | 2013

SKILLS

Software:

Adobe Creative Suite,
Sketch,
Figma,
InVision,
Balsamiq,
Adobe XD

Web:

HTML,
CSS,
PHP,
Javascript,
jQuery,
Wordpress

Language:

Spanish
English

UX DESIGN EXPERIENCE

THE THINGERY | UX Designer

Vancouver, BC | 10, 2020 - Current

- Responsible for leading the UX design of a mobile app for The Thingery.
- Responsible for the creation of prototypes, wireframes, user journey storyboards, plans, execution and analysis of user tests.
- Communication liaison between the UI Designer and the development team.

THE VANCOUVER ART GALLERY | UX/UI Designer

Vancouver, BC | 05 - 08, 2020

- Collaborated remotely with an interdisciplinary team in an agile development environment.
- Designed the user interface and user journey for a large scale, gesture based interactive installation.

REALWHEELS THEATER | UX/UI Designer & Wordpress Developer

Vancouver, BC | 01 - 04, 2020

- Designed and developed a website for remote participation in the theater's production process.
- Designed and user tested the custom theme for the Wordpress site.
- The website was duplicated and adopted by all of the productions in the theater.

MUSEUM OF VANCOUVER | UX Designer

Vancouver, BC | 09 - 12, 2019

- Collaborated with a team in the design of a data visualization animation for the *A Seat At The Table Exhibition*.
- Responsible for research and the information architecture for the visualization.

GRAPHIC DESIGN EXPERIENCE

SILVA PUBLICIDAD | Junior Graphic Designer

Bogota, Colombia | 04-07, 2018

- Designed print and digital pieces for existing advertising campaigns for clients such as: the Bogotá Chamber of Commerce, the Colombia Stock Exchange, Claro and Alpha.
- Designed booklets, brochures, signage, websites, infographics and social media content for client events, office spaces and communication platforms.

MOSBROOK DESIGN | Junior Graphic Designer

Chicago, IL | 09 - 12, 2017

- Designed print marketing materials such as brochures, posters, fliers and booklets for clients like AbbVie, ISAKOS and Rust-Oleum.
- Created print ads for client's publications and journals.

EXHIBITIONS

Elephant Room Gallery

Big Small Worlds exhibition
Series of digital photographs

FLIRT COMMUNICATIONS | Graphic Design Intern

Chicago, IL | 08 - 12, 2017

- Designed branding for conferences and events for clients like: Mead Johnson, CDW, Cardinal Health and the Chicago Festival Association.

TEATRO LA PLAZA | Graphic Designer

Lima, Peru & Chicago, IL | 05 - 08, 2016

- Created the branding for the theater's adaptation of The Odyssey.
- Designed and illustrated of two posters and illustrated two 24 page storybooks sponsored by KFC.
- Did initial on-site research and worked remotely.

MICHAEL WALTERS ADVERTISING | Art Department Intern

Chicago, IL | 05 - 08, 2016

- Supported the agency's art department designing material for clients like: Adventist Health Medical Center and Olivet Nazarene University.

PASSION PROJECTS / VOLUNTEER

HUMANIZE CONSULTING | Web Designer

Vancouver, BC | 2020 - Current

- Designed and developed a Wordpress website..
- Design promotional materials for workshops and presentations.
- Oversee the implementation of design templates for promotional materials.

ARTSHOW CHICAGO | Lead Designer

Chicago, IL | 2017 - 2020

- Responsible for the art direction for each year's theme. the website, events, activities and promotional activations.
- Oversee and design promotional materials for fundraisers with design team.

TedX COLUMBIA COLLEGE CHICAGO | Creative Associate

Chicago, IL | 10, 2016 - 05, 2017

- Designed the branding for the event and collaborated with marketing team, and motion graphics artists to create promotional materials.