

Valeria Coello

PRODUCT DESIGNER | 3+ years experience | Toronto, ON

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Portfolio: <https://valeriacoello.com/>

I am currently a Design Lead & Product Manager in legal tech, where I lead an agile legal compliance software project, managing designers and developers to deliver high-impact solutions.

I believe life should be fun and simple—and so should design ✨

WORK EXPERIENCE

Oct 2022 - Present

Design Lead & Product Manager

@ 🇨🇦 CMS Grau

- Streamlined site map by 87%, boosting user satisfaction to 90% within 3 months.
- Managed Scrum ceremonies to ensure efficient project execution.
- Designed enhanced experiences for leading billion-dollar companies.

Jun 2024 - Aug 2024

UX/UI Intern

@ 🇨🇦 Innovate by Day

- Conducted audience segmentation research, informing key strategic decisions.
- Provided actionable insights, guiding a new brand awareness strategy.
- Designed core features for a gamified financial education tool that won multiple awards.

Dec 2022 - Aug 2023

UX/UI Designer

@ 🇺🇸 Pod

- Proposed new data-driven features to support client's monetization goals.
- Led design decisions and client presentations ensuring alignment with their needs.
- Streamlined internal organization with project management system on Notion.

Jun - Sep 2022

UX/UI Designer

@ 🇨🇦 Kru

- Designed an employee finance portal, cutting admin costs and increasing user productivity by 30%.
- Conducted user research, including 15+ interviews and user testings.
- Facilitated development hand-offs with wireframes, prototypes, and UI guides.

EDUCATION

Sep 2023 - Aug 2024

Interactive Media Management

@ Centennial College

Graduate certificate

Mar 2016 - Jul 2021

Industrial Design

@ Pontifical Catholic University of Peru

Bachelor of Arts

Feb - May 2019

UX/UI Design

@ Toulouse Lautrec Institute

Certificate

PROJECTS / ACHIEVEMENTS

Apr 2024

Press Article on my Sustainable Furniture Design

@ Yanko Design

[Read the article](#)

Apr 2024

Exhibitor at UX Trade Show

@ Centennial College

[Watch the highlights](#)

Sep - Dec 2023

Client Adoption Strategy for RBC InsightEdge

@ Royal Bank of Canada (RBC)