Valeria Coello

PRODUCT DESIGNER | 3+ years experience | Toronto, ON

Email: valeriacoello1@gmail.com   Linkedin: linkedin.com/in/valeria-coello/   Portfolio: https://valeriacoello.com/

Currently a Product Design Lead & Product Manager in legal tech, where I lead an agile legal compliance software project, managing a cross-functional team to deliver enjoyable digital solutions.
I believe life should be fun and simple—and so should design.

WORK EXPERIENCE

Oct 2022 – Present

Product Design Lead & Product Manager
@ CMS Grau

- Designing solutions for global leaders in mining, manufacturing, and energy.
- Enhanced platform's navigation and user satisfaction by 90%.
- Lead Scrum ceremonies to align UX design with tech and business needs.
- Advanced from UX/UI Designer to leading role within 3 months.
- Cross-team collaboration with developers, QA, HR, lawyers, and engineers.

Jun 2024 – Aug 2024

UX/UI Intern
@ Innovate by Day

- Effectively communicated user research outcomes to key government clients.
- Led audience segmentation research to drive strategic decisions.
- Delivered data-driven insights to optimize a brand awareness strategy.
- Shaped key features and UX of an award-winning gamified financial tool.

Dec 2022 – Aug 2023

UX/UI Designer
@ Pod

- Proposed new data-driven features to support client's monetization goals.
- Led design strategy and client presentations, aligning with business goals.
- Optimized internal organization by creating a custom Notion PM system.

Jun – Sep 2022

UX/UI Designer
@ Kru

- Boosted user productivity by 30% and cut costs with finance portal design.
- Led user research, conducting 15+ interviews and usability tests.
- Facilitated seamless development hand-offs with clear design guidelines.

SKILLS

Problem-Solving • Cross-Functional Collaboration • Emotional Design • Communication & Presentation Skills • Prototyping & Wireframing • Design Systems • User Research & Testing • Human-Centered Design • Comfortable with Ambiguity • Leadership

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)