

Estefania Ortiz

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Professional Summary

UX/UI Designer with a background in Industrial Design and hands-on experience in customer experience, operations, and team leadership. Skilled in translating user needs into intuitive digital solutions through research, interaction design, and prototyping. Brings a strong understanding of user behavior from real-world environments, with a focus on improving usability, clarity, and overall experience.

Skills

UX / UI

- UX Research
- Wireframing & User Flows
- Prototyping (Low & High Fidelity)
- Interaction Design
- Usability Testing
- Information Architecture

Tools

- Figma
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- AutoCAD / 3D Modeling Tools

Other

- Problem Solving
- Communication & Stakeholder Collaboration
- Team Leadership
- Customer Experience

Projects

FinGoal – Collaborative Savings App

UX/UI Design Project

- Designed a mobile app that helps users save money individually or collaboratively toward shared goals such as trips or major purchases.
- Identified key pain points in shared financial management, including lack of transparency and difficulty tracking contributions.
- Created user flows and information architecture to simplify goal creation, tracking, and collaboration.
- Designed intuitive UI with clear progress visualization to improve user understanding and motivation.
- Developed prototypes and iterated based on usability insights.
- **Impact:** Improved clarity in tracking shared goals and reduced friction in managing group contributions.

Transportation Experience App

UX/UI Design Project

- Designed a digital solution to improve navigation and usability in transportation systems.
- Analyzed user behavior and common frustrations related to route clarity and accessibility.
- Developed structured user flows to streamline navigation and decision-making.
- Created wireframes and high-fidelity designs focused on clarity and ease of use.
- **Impact:** Simplified user navigation and improved overall usability of transportation interactions.

Professional experience

Assistant Manager – Retail Operations

Crocs & Reitmans, Ottawa, Canada

Mar 2025 – Present

- Lead daily store operations, including scheduling, hiring, and performance management.
- Improved team efficiency and customer experience through structured processes and clear communication.
- Analyzed KPIs to optimize store performance and decision-making.
- Developed strong problem-solving and leadership skills in a fast-paced environment.

Team Lead (Operations & Sales)

Crocs – Niagara, Canada

Nov 2023 – Feb 2025

- Supervised team operations and ensured smooth workflow in a high-volume retail environment.
- Maintained inventory accuracy and improved operational efficiency.
- Delivered high-quality customer experiences through team coaching and support.

Research Assistant – Design Faculty

University Institution ITM – Medellín, Colombia

2022

- Conducted research for the development of a design-based startup (Spin-Off).
- Collaborated with faculty on innovation and design strategy projects.
- Contributed to the creation of one of the university's official spin-offs.

Communications & User Experience Coordination (iGV)

AIIESEC Colombia

Feb 2018- Sep 2020

- Designed communication systems to improve clarity and engagement across national teams.
- Enhanced the experience of international users by optimizing onboarding and support processes.
- Identified user pain points and improved communication flows to reduce confusion.

Education and Certifications

Professional certificate Google UX Design

Google – Coursera | 2026

Academic Upgrading (ACE)

Niagara College – Ontario, Canada | 2024

Bachelor of Industrial Design Engineering

University Institution ITM – Medellín, Colombia | 2023

Innovation & Investigation Management Certification

University Institution ITM – Colombia | 2023