

Valeria Coello

PRODUCT DESIGNER | 3+ years experience | Toronto, ON

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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

- Advanced from UX/UI Designer to leading role within 3 months.
- Streamlined site map by 87%, boosting user satisfaction to 90%.
- Lead Scrum ceremonies to align team efforts with user and business goals.
- Designing elevated experiences for global leaders.

Jun 2024 - Aug 2024

UX/UI Intern

@ Innovate by Day

- 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

- Increased user productivity by 30% and cut admin costs through employee 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)