



Diana Patricia Aya Calderon

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Profile

As a Product Design Manager, Product Designer, and Freelancer with five years of experience in UX and nine in the design discipline, I excel at tackling complex design challenges, improving design processes, advocating for design excellence, and building design teams. I have a background in Industrial Design, Marketing, and Sales.

I'm passionate about supporting creative design teams and applying research for intelligent solutions. I also delve into Design strategy, DesignOps, AI, and Design for growth.

Mentor @ADPList | Volunteer teacher @ReDi, Workshop facilitator @Berlin Startup Incubator.

Links

[Portfolio](#) [LinkedIn](#) [Dribbble](#) [Medium](#)

Languages

English



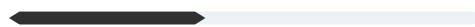
Spanish



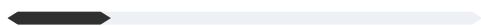
Portuguese



German



Italian



Employment History

Product Design Manager, Market Logic Software, Berlin

August 2022 — October 2023

- Hands-on multiple UX design projects, such as Search Filters, which improved engagement rates and easiness of use.
- I contributed to the UX direction of Deepsights, an AI-powered software for insights-driven decision-making, ensuring user-centricity and alignment with the company design language.
- Managed and redesigned the career growth of a team of four designers of multiple seniority levels and oversaw 2 UX researchers, guiding their professional growth and project execution.
- Pioneered the DesignOps framework to boost design maturity and cross-functional collaboration, providing mentorship and implementing tailored Jira projects to enhance team efficiency by 15%.
- Supported teams in refining product backlogs, design roadmaps, and sprint backlogs to ensure clarity and achievability.
- Led the integration of new components into the Magic Design System, collaborating with development teams to streamline product development and enhance user experience.

Product Designer, Market Logic Software, Berlin

May 2021 — August 2022

- Led design for sensemaking and research modules, including designing complex workflows from client-facing UI, drag-and-drop UI, upload flows to admin panel settings, and developer panels, collaborating with cross-functional teams.
- Developed wireframes and prototypes to demonstrate product ideas and features to stakeholders.

- Collaborated with developers to ensure product designs were implemented accurately and consistently.
- Analyzed user feedback and data to identify areas of improvement and inform product decisions.
- Mentored product designers inside the team.
- Established usability testing as an integral step in product development, which promoted a user-centered design approach to driving decision-making.

Freelance UI/UX Designer, Freelance, Bali

July 2019 — May 2021

- Led product development for multiple mobile and web applications, creating wireframes, prototypes, and user flows while collaborating with global developers.
- Designed Cargame, a logistics app with an intuitive UI/UX that has garnered over 1K downloads and 5-star ratings on both Apple and Android Stores.
- Designed the UI/UX for Dianurse, an e-health SaaS, resulting in a 25-30% improvement in task completion for patient profiles and a 15-25% increase for doctor profiles.
- Designed a user-friendly, intuitive platform for musicians looking to book studio space and owners wanting to manage bookings, called Studoyo. The design included six main components: the sign-in page, search studios, the booking studio main page, the booking reservation, and the studio owner area.
- Initiated the development of a design system for Dianurse, emphasizing data-driven decision-making for improved user experience.
- Conducted usability testing, user research, and UX audits to refine user experiences and UI design for multiple clients.
- Produced comprehensive product design documentation and facilitated remote ideation workshops for multiple clients.

Sales Representative, AstraZeneca, Bogotá

May 2018 — August 2019

Medical Representative , Sanfer/Bussie , Bogotá

June 2017 — April 2018

Digital & Brand Designer, Freelance, Bogota

August 2016 — October 2017

Promotional Representative, GlaxoSmithKline, Bogotá

January 2014 — October 2016

Industrial Designer, Cyan Visibilidad de Marcas, Bogotá

August 2011 — December 2013

Project Specialist, Modos Exhibición Inmobiliaria, Bogotá

August 2010 — May 2011

Industrial Designer, Frog Design, Bogotá

May 2009 — May 2010

Other Experiences

Workshop Facilitator at Startup Incubator Berlin, Berlin

February 2024

- Facilitate the no-code prototyping workshops for the Lean Startup Sprint program attendees.
- Collaborate with the participants to understand their objectives and tailor the workshop content to meet their needs.
- Provide guidance, design advisory, and support to participants as they design and build their MVPs using no-code prototyping tools.
- Collaborate with the workshop organizers to continuously improve workshop materials and content.

- Stay up-to-date on the latest trends and developments in design and prototyping tools and incorporate them into workshop content as appropriate.

Volunteering

Volunteer Teacher UI/UX, Online

August 2023 — Present

- I volunteer as an online teacher for ReDi's UI/UX basic and intermediate courses for immigrants.

UX Design Mentor, Berlin

June 2023 — Present

- I offer free mentorship through ADPList for anyone who wants to start in design or to seasoned product designers, helping them in their career path.

Education

Bachelor of Industrial Design, Universidad Autonoma de Colombia, Bogotá

January 2003 — April 2009

Product Design | Design Thinking | Innovation | Trendhunting

Post Grad. Marketing Management Grad Cert, Universidad EAN, Bogotá

June 2012 — July 2013

Specialized sales | Merchandising & MarketingOps

Master in Neuro-marketing and Market Research, Universitat de Barcelona - OBS, Online

December 2017 — June 2019

Market & User Research | Neuromarketing & user-oriented design | Marketing Intelligence

Courses

UX Management Strategy & Tactics, The Interaction Design Foundation

March 2021 — April 2021

Service Design | UX Research | Emotional Design | VR Design, The Interaction Design Foundation

December 2021 — Present

Web development Bootcamp, TheAppBrewery

June 2023 — Present