

TO NAOMI ROJAS ORELLANA

PRODUCT DESIGNER

CONTACT

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naomirojas.com

EDUCATION

Academy of Art University

MA, School of Interaction & UX/UI

San Francisco, CA / 2020 - 2023

Academy of Art University

B Arch, School of Architecture

San Francisco, CA / 2014 - 2020

ACHIEVEMENTS

Swift by Apple - Sponsor Project, May 2023

Project received the honor of "Best Pitch Content" and "Best in Show" from the Apple judges.

Academy of Art University Spring Show, May 2023

Won "Silver award" for student project Ciclo.

Sport Huancayo Rebrand, Jan 2023

Logo design for Peruvian soccer team displayed multiple international channels.

AIA San Francisco, Dec 2016

Recognition for commitment to the community in architectural design project.

TOOLS

Figma, Photoshop, InDesign, Illustrator, HTML, CSS, Javascript, Github, Lightroom, GoogleDocs, Microsoft Office Suite, Revit, 3ds Max, AdobeXD, AfterEffects, Autocad, Enscape, Lumion.

SKILLS

User Research, User Interface Design, User Experience Design, Iterative Prototyping, Wireframing, Persona Creation, Storyboarding, Usability Testing, Design Documentation, Graphic Design, Motion Graphic.

EXPERIENCE

Freelancer / Contractor UX/UI Designer

Online / Jan 2023 - Current

- Developed compelling and user-friendly interfaces to exceed clients' objectives.
- Executed comprehensive UI/UX processes for seamless experiences across multiple platforms.
- Nurtured lasting client relationships through communication, innovation and responsive high-quality solutions.

iOS App Design, sponsor by Swift - Apple

San Francisco, CA / Feb 2023 - May 2023

- Led team to a compelling iOS mobile app as part of a collaborative school project with Apple for the Academy of Art University based on the "Get Together" strategy.
- Crafted a unified interface to deliver a positive and engaging user experience through seamless functionality, high performance, security, and compatibility, ultimately adding value to student's lives by addressing their needs.
- Formulated a comprehensive branding strategy that aligns with the design concept, "Never-ending Journey."

Project Designer, Raumfabrik Architecture + Interior

San Francisco, CA - Lima, Peru / Aug 2020 - Dec 2022

- Managed architectural projects by applying creative solutions that harmonized functionality and aesthetics.
- Revitalized the firm's online presence, effectively spotlighting its architectural portfolio.
- Collaborated with cross-functional teams, ensuring seamless web and architectural design integration.

Architectural Intern, Aetypic

San Francisco, CA / Jun 2019 - Jan 2020

- Participated in various stages of design and construction across diverse architectural and engineering projects.
- Contributed to the production of construction documents and visual presentations.