



PAULA LOPEZ MASCARIN

Product/UX Designer

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Education

Master of science digital design

Hogeschool van Amsterdam
2022 - 2023

UX/UI Design

Coderhouse
2020-2021

Frontend development

Fictizia
2020

Bachelor degree in audiovisual communication

TEA Imagen
2015 - 2017

Skills

Figma
Adobe photoshop
Adobe Illustrator
Adobe Premiere
Wordpress
Shopify
Project management
Research methods
Wireframing
Prototyping

Language

Spanish: Native
English: Advanced

About me

As a Product Designer with a Master's in Digital Design, I have experience in the beauty, e-commerce, sustainability, and health industries. My skills include project management, a creative mindset, wireframing, prototyping, and user research. I am passionate about understanding user needs to create intuitive and engaging experiences that balance functionality and aesthetics. Eager to learn from experienced designers, I look forward to contributing to innovative and impactful projects.

Work Experience

Community manager & Content creator | Tired of cancer

Freelancer | August 2024 - Present

Mobile app looking to help patients and ex patients of cancer to improve their energy levels and to regain quality of life.

- Created and managed digital content for LATAM, ensuring engaging and culturally relevant materials across platforms.
- Designed visual assets for social media, email campaigns, and events, maintaining brand consistency.
- Collaborated with influencers to develop impactful content and grow brand reach.
- Implemented strategies to increase followers and app downloads, focusing on organic growth.
- Supported event planning by providing promotional content and communication assets.
- Monitored community feedback to inform content strategies and enhance engagement.

Data entry & testing | Tired of cancer

Freelancer | September 2023 to February 2024

Mobile app looking to help patients and ex patients of cancer to improve their energy levels and to regain quality of life.

- Entered and managed text, images, videos, and audios in various languages within their own CMS to ensure accurate and comprehensive content delivery.
- Tested app content and usability to ensure readiness for final launch in different languages, ensuring a seamless user experience.
- Worked closely with the Project Manager to come up with future iterations.

UX/UI Designer | Stichting Duko Student

September 2021 - September 2022

NGO with ecommerce platform that offer discounts to introduce students to eco-friendly products that contribute to positive change.

- Collaborated with a graphic designer on the rebranding of Duko, enhancing the visual identity and brand consistency.
- Designed the landing page and mobile app with Figma to increase user traffic and experience.

UX/UI designer | Orange Sellers

Internship - March to October 2021

It's an Amazon accelerator and marketplace management service provider.

- Developed and maintained e-commerce websites on Shopify and WordPress platforms, ensuring functionality and user-friendly design.
- Applied foundational HTML and CSS skills to enhance website performance and resolve design decisions.
- Designed and optimized UX/UI for both client and internal websites, focusing on improving e-commerce sales and overall user experience.
- Created first UX/UI designs for a mobile app in the e-learning music industry, enhancing usability and engagement for the end-users.
- Conducted comprehensive SEO and SEM analysis to boost search engine rankings and improve online visibility with Google Analytics and SEMRush.

Producer and project manager | El Alba & L'Oréal Arg group

Producer | March 2017 to September 2019

Responsible of the partnership and every content created between the digital agency and the global beauty company.

- Creativity and digital content production for L'Oréal Argentina's brands, including photography and video, ensuring alignment with brand guidelines and marketing objectives.
- Managed relationships and collaborations with influencers, coordinating campaigns to enhance brand visibility and engagement.
- Directed creative video and photo shoots, overseeing all aspects from conceptualization to final production to ensure compelling and cohesive visual content.
- Conceptualized and executed internal events for the group, handling all stages of event planning and production to create memorable experiences.
- Managed and covered product launch events, ensuring comprehensive documentation from the different stakeholders and promotion through various digital channels.