

Lina Castaneda



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About me

I have over four years of experience in the creation, ideation and design of digital products, web and mobile interfaces. I have participated across the different phases of a product, from ideation to iteration, implementation and improvement based on user feedback and research.

I have been working at Mammoth Analytics for two years, where I have learned and demonstrated significant expertise in both user-experience design and user interface design with a strong focus on user-centred design.



Experience

- 2019 / 2017**
 - UX/UI Designer Current**
 - Mammoth Analytics
 - London, UK
 - Lead design decisions and production, wire-framing, design, validation, implementation and iteration.
- 2017 / 2016**
 - UI Designer**
 - Imaginamos.com
 - Bogotá, Colombia
 - Development of the look and feel of mobile apps, websites and brand & design guidelines
- 2016 / 2015**
 - Jr Designer**
 - Masonry
 - Bogotá, Colombia
 - Carry out project management and ideation of design proposals and presentations for clients,



Professional Skills

Design Tools

- Sketch ●●●●●●●●●●
- Invision / Marvel ●●●●●●●●●●
- Illustrator ●●●●●●●●●●
- Photoshop ●●●●●●●●●●
- In Design ●●●●●●●●●●
- After Effects ●●●●●●●●●●
- Wordpress ●●●●●●●●●●
- 3D Software ●●●●●●●●●●

Skills

- Project Management
- Sketching
- Grid & Layout
- Color Theory
- Graphic Design
- Spanish
- UI/UX Design
- Interaction Design
- Wireframes
- Rapid Prototyping
- English



Education

- 2018 / 2017 **MA Creative and Cultural Entrepreneurship**
Goldsmiths University of London
London, UK
Research in the relationship between corruption, empathy and motivations
- 2015 / 2010 **BA Industrial Design**
Pontificia Universidad Javeriana
Bogotá, Colombia
4.3 /5 GPA
- 2012 / 2010 **Digital Design**
Guerrero Arts academy
Bogotá, Colombia
- 2010 / 2009 **Paint and Art history**
Guerrero Arts academy
Bogotá, Colombia



Dreams

- 2021 **Illustration/ Motion Graphics/ Coding/ Story Telling**
- 2026 **Creativity anticorruption**
An understanding of people's motives
Unknown
Own study



Personal Skills

Values

Transparency
Empathy
Independency
Solidarity
Patience
Respect

Qualities

Responsible
Optimistic
Honest
Thoughtful
Reliable
Kind

Interests

Graphic Design
Illustration
Animation
Art
Crafts
History

Human Rights
Politics
Equality
Human Behaviour
Stop motion movies

Hobbies

Travel
Walk
Draw
Cook



References

Valentina Matas

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Silvia Rueda

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