

# ANA MOSQUERA

Product Designer | UX/UI

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## SUMMARY

Product Designer with a background in Architecture & Fine Arts. Experienced in developing physical and digital products with expertise in creative strategy, branding, and visual identity. Skilled in managing projects and collaborating with cross-functional teams, communicating with diverse stakeholders. Strong problem-solving abilities and attention to detail. Passionate about storytelling and humanitarian design

## EXPERIENCE

### UI/UX Designer

Freelancer 08/2023 - Present Remote

Self-employed

- Collaborate with stakeholders to complete responsive website design
- Conduct user research, create user stories, user journeys, wireframes, interactive prototypes, and user testing
- Create creative strategy, architecture information with sitemap and user flows, implementing design iterations based on user and stakeholder feedback

\*Highlight: WebApp Caracol, Connecting People with HomeDecor Professionals

### Creative Strategist (Direct Marketing)

emBlue 2022 - 2024 Austin, TX | Remote

emBlue is a SaaS Omnichannel Communication Platform aiming to innovate and automate direct marketing solutions.

- Assisted e-commerce clients in implementing data-driven cross-channel communications strategies increasing sales by 7%
- Analyzed sales dashboards and conducted A/B testing to define customer journeys and email templates that improved CTR rates 18%
- Created Automated flows for API integration that facilitated retargeting campaigns and resulted in a 21% improvement in customer satisfaction

### Product Designer

Common Ground Management 2020 - 2022 Philadelphia, PA

Common Ground Management (C.G.M) is a business formation company providing nationwide guidance and support to startups.

- Provided clients with design services, focusing on branding and website design
- Created the brand strategy and design systems of over 40 new start-ups
- Oversaw the work of 3 designers to ensure quality and timeliness, boosting customer satisfaction by 10%

### Design Researcher

Global Free Unit 2021 - 2021 Remote

The Global Free Unit is non-profit addressing migration and displacement

- Conducted cluster analysis within data related to the Venezuelan migration crisis to identify actionable insights
- Collaborated with designers to create design hypotheses for the Sol y Sombra Project

### Architectural Designer

Arquitectura Verde 2016 - 2018 Lima, Peru

Arquitectura Verde is an Architecture Design firm aimed at building sustainable and efficient infrastructure focusing on education and public space.

- Conducted urban analysis and produced 2D/3D graphics for the "San Ramon Market" project, developing solutions that secured a successful public bid
- Conducted market research to expand the "Reformas" service to include Home Staging and Decor products
- Led and managed the product development of a woven furniture line from kick-off to launch in 3 months

## SKILLS

### Softwares

Figma Adobe XD Visual Studio  
MySQL Photoshop Illustrator  
Premier SketchUp Slack JIRA

### Hard Skills

Graphic Design Branding Strategy  
Strategic Planning Agile Wireframes  
UI/UX Design Data Science Mockups  
Kanban

## ART RESIDENCIES

Mass MOCA Artist in Residence  
Oolite Arts Home and Away Program USA

Patricia Phelps de Cisneros Collection  
Research Fellow PIVO São Paulo, Brazil

Inspiration Lab Artist-in-Residence program  
University of the Arts Philadelphia, USA

ISLA Center for Art Residencies  
Week of Contemporary Art. Antofagasta, Chile

## CERTIFICATION

### Product Design

Career Foundry

## TRAINING / COURSES

### AI for Visual Design

DesignLab

### VR / AR

MIT x PRO Emeritus

## LANGUAGES

HTML and CSS Proficient ●●●●●●  
Javascript Intermediate ●●●●●●  
Spanish Native ●●●●●●  
English Native ●●●●●●

## EDUCATION

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MFA Sculpture | Digital Humanities

[Temple University](#)

📅 2018 - 2020 📍 Philadelphia, PA

BS Architecture

[Universidad Central de Venezuela](#)

📅 2010 - 2015 📍 Caracas, VZLA

BA Photography and Media Arts

[University of the Creative Arts](#)

📅 2002 - 2005 📍 Maidstone, UK

## LANGUAGES

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French

Beginner ● ● ● ● ●

## EXHIBITIONS

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Carnet to Go

📅 2023 📍 Uruguay

Espacio de Arte Contemporaneo

- A Telegram chatbot and identity system for dystopian migration.

Tierras Raras

📅 2021 📍 Venezuela

Sala Eugenio Mendoza

- AR Installation exploring the themes of displacement and identity

Speculum Orbe Caribbean

📅 2020 📍 Philadelphia

Icebox Projects

- Multichannel video installation on the history of the Caribbean via a Google search history