

CATERINA CANALE-MAYET

UX DESIGNER (She-Her)



Berlin, Germany ✈

Chilean | EU Citizen 🇵🇷

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I am a designer returning to the exciting UX/UI work field. Eager to keep developing my experience in the Product Design discipline. Passionate about people's stories: visualizing problems and designing opportunities.

EDUCATION

- **UX/UI DESIGN BOOTCAMP**
Ironhack Berlin | 2021
- **PROFESSIONAL DIPLOMA IN UX DESIGN**
UXDI | Glasgow Caledonian University | 2020 - 2021
- **BACHELOR IN INDUSTRIAL DESIGN**
Universidad Tecnológica Metropolitana | 2005 - 2013

SKILLS

SOFT SKILLS

- Visual Thinking
- Turn complex into simple
- Interviewing & asking questions
- Working cross-functionally
- Adaptation - new challenges
- Empathy & open-mindedness

TOOLS

- Figma, Axure
- HTML & CSS
- Adobe PS

LANGUAGES

- Spanish (Native)
- English (C1)
- German (A2)

LEADERSHIP & VOLUNTEERING

PROFESSIONAL VOLUNTEERING

- Service Design Jam Cologne 2015
• Organizer and Facilitator
- AIESEC 2010 - 2014
• Local director of Marketing and Information Management
• Volunteer Teacher in India
• Product designer in Myanmar

PERSONAL ACHIEVEMENTS

- Traveling the world for 5 years
2013 - 2018
• An insightful trip that changed my life

PROFESSIONAL EXPERIENCE

UX/UI DESIGN INTERN

Mooji

July 2022 - August 2022 | Remote, Netherlands. France

- **Key Achievements: Achieving the app MVP in 3 weeks, being the team's only UX/UI designer.**
- Designing the Mooji app with the development team working with the Agile framework and using Monday as product management methodologies.
- Sketching mockups and conducting usability evaluations to build and improve the product user interface using Figma and Loom.
- Improving the customer journey map and JTBD and configuring a design system and style tile based on corporate requirements.

SERVICE TEAM LEADER

Beets&Roots GmbH

July 2018 - April 2021 | Berlin, Germany

- **Key Achievement: Becoming the best customer service provider in 2019.**
- Preparing B&R products. Attending to and assessing customer experience when buying products and services.
- Training new team members on production processes to reach high company standards.
- Coordinating and periodically managing the service teams by assigning work positions and daily tasks in different shifts.

SOCIAL MEDIA & COMMUNICATIONS INTERN

Service Design Network

December 2014 - June 2015 | Cologne, Germany

- **Key Achievements: Followers growth of 10,5% - Impact growth of 31%.**
- Developing communication strategies to promote products through sharing and creating relevant Service Design and SDN content, news, and releases.
- Implementing campaigns to grow service design awareness and member acquisition through 4 social media channels (Accounts).

JUNIOR UX/UI DESIGNER

Procorp S.A.

June 2011 - August 2012 | Santiago de Chile

- **Key Achievement: Designing 2 public ministries' intranets and researching to redesign a big communication company's multichannel experience.**
- Performing qualitative research: in-deep interviews, usability testing, and competitor analysis to identify pain points with stakeholders and users.
- Constructing user personas, journey maps, user objectives, and problem definitions to create requirements based on design research and business goals.
- Building information architecture: User flow, content cadastre, sitemaps, workflow, and navigation based on the design requirements.
- Prototyping: outlining wireframes and designing interactive digital interfaces in Axure RP to put usability to the test and subsequent implementation.