

Rossana Ulloa

Digital Product Designer

786.508.3238
rossana.ulloom@gmail.com
linkedin.com/in/rulloam
www.rossanaulloa.com
(pswd: password-ish)

Education

Master in Global Strategic Communication
Florida International University
Feb 2018 | Miami, FL, USA

Art Direction Portfolio
Miami Ad School
May 2018 | Miami, FL, USA

Bachelor in Industrial Design
Universidad Icesi
Feb 2015 | Cali, Colombia

Product Design Semester Abroad Program
Istituto Europeo di Design
Feb 2013 | Barcelona, Spain

What I Do

- + Digital Product Design
- + Equity-Based Design
- + Art Direction
- + Branding
- + Project Management

Tools I Use

- + Figma & Figjam
- + Sketch
- + Adobe Suite (Xd, Photoshop, Illustrator, Indesign, Premiere Pro)
- + Jira & Confluence
- + Microsoft Office
- + Basic HTML & CSS

Out Of Office

Currently training for Alto de Letras bike climb and my first 50K ultramarathon.

Other than endurance sports, I'm passionate about interior design, DIY-ing, practicing yoga, all-things nature, traveling, and reading.

Experience

Senior Visual Designer, Razorfish | Feb 2024 - Present | Remote - Syracuse, NY, USA

- + Co-led the UI design and launch of Pfizer's Zenith Design System MVP in under 4 months, supporting 300+ brands with scalable, ADA-compliant components. Currently evolving the system based on brand feedback, testing, and QA insights.
- + Supported Wegmans' digital transformation, optimizing design tokens, patterns, and components to enhance brand consistency and accessibility. Improved existing features and developed new experiences based on consumer insights and testing to drive engagement.

Interactive Designer, Hawkeye | Feb 2019 - Jan 2024 | Remote - Dallas, TX, USA

- + Participated on the design and pitch of a digital platform for Pfizer's Nurtec ODT drug, developing a migraine assistant concept in just a few weeks, we proposed the use of automations and a green mode to mitigate migraine triggers. We won the pitch!
- + Supported UI design for an unreleased Pfizer application, building a full design system, key features, and user flows. Art directed the brand identity, defining color palette, illustration style, iconography, and bespoke typography.
- + Redesigned and migrated the Center for Internet Security's website from WordPress to Sitecore, leveraging automation for a more personalized experience. Built a design system to enhance consistency, ADA compliance, and maintainability from internal teams. Increased traffic by 50% and reduced CIS' support time through improved experience.

Other Clients: Fannie Mae, FedEx, Disney, Sazerac, The North Face, Celanese, ZenKey, Sparklight, Clarus, BNSF, TruGreen.

UX Innovation Design Intern, Adidas | Jun 2018 - Feb 2019 | Portland, OR, USA

- + Conceptualized an AI and IoT-powered interactive experience to enhance Adidas' runner engagement through personalized footwear recommendations in-store and at home.
- + Utilized the Design Thinking framework to ensure the integrity of final results, incorporating user research, ideation, prototyping, usability testing, and iteration to drive user-centered, data-informed solutions.
- + Collaborated with footwear and apparel designers, engineers, sports scientists, project managers, and others to translate technical and user requirements into innovative design solutions.

Art Direction Intern, Edisen | Jun 2017 - Sep 2017 | Berlin, Germany

- + Conceptualized and developed TV commercial storyboards and branded materials for advertising campaigns.
- + Designed and produced client presentations and request-for-proposal (RFP) materials to showcase the agency's capabilities and win new businesses.
- + Collaborated with art directors, writers, designers, and the studio team to create outstanding executions that exceeded client expectations.

Clients: National Geographic, Henkel, Dr. Oetker, Dufry, Helping, Mercedes-Benz.

Category Data Analyst, Colgate Palmolive | Jun 2015 - Sep 2015 | Medellin, Colombia

Marketing Brand Assistant, Colgate Palmolive | May 2014 - Jun 2015 | Cali, Colombia