adelaida avila

Visual and Interaction Designer. With six years of experience in conceptualizing, designing, and developing user-centered digital products, I specialize in design systems, data visualization, and UX/UI strategies. I translate complex information into intuitive and engaging digital experiences and have been recognized with two awards for innovation in visual storytelling and interaction design.

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skills

Design & Development: Figma, Adobe Suite, HTML, CSS, JavaScript (P5.js, D3.js), GitHub, Jekyll, WordPress.

Design Systems: Creation, management, and scaling of responsive systems for web and visual projects.

User Research: Application of user research techniques for strategic design decisions.

Collaboration: Experience working with multicultural and multidisciplinary teams under agile methodologies.

Mentorship & Leadership: Facilitation of workshops, classes, and learning processes to promote technical, critical, and creative development.

Languages: Spanish (Native), English (Bilingual), French (Fluent), Italian (Conversational).

professional experience

Designer for Jaguar Lens Exhibition / University of Texas at Austin
JULY 2024 - PRESENT, REMOTE

— Designed the graphic system and website for this Graham Foundation-supported exhibition, contributing to visual communication strategies.

— Prototyped and developed visual components that aligned with the project's goals, ensuring consistency and accessibility.

UI Designer Caribbean Digital Scholarship Collective / Yale University
MAY 2024 - PRESENT, REMOTE

— Redesign of the website to improve navigation and accessibility with the implementation of an intuitive navigation system and the development of new functionalities.

— Developed additional UI elements within an established system, enhancing user-centered experiences for academics and general audiences.

Lecturer "Algorithmic Thinking" / Design Department, Universidad de los Andes (#6 LATAM)
JANUARY 2024 - PRESENT, REMOTE

— Teaching from a design perspective, introducing interactive prototyping techniques and user-centered design. Facilitation of mentoring processes for technical, critical and creative development.

Web Designer T-REX Future Textiles Research Group / Aalto University
JANUARY 2024 - NOVEMBER 2024, HYBRID

— Conceptualized digital products with user-centered design principles, developing an interactive tool to communicate research findings.

— Designed and implemented a responsive visual system for accessibility across platforms.

Graphic Coordinator / La Silla Vacía (Colombia's largest independent digital media outlet)
JANUARY 2018 - JULY 2021 – BOGOTA, COLOMBIA

— Designed and prototyped interactive visualizations and web graphics, optimizing UX and mobile navigation.

— Collaborated with multidisciplinary teams to transform complex news into engaging visual stories.

— Supervised and implemented a new design system during platform migration, increasing average reading time by 10%.

— Identified opportunities for improvement, achieving a 2000% growth in Instagram followers organically in under two years.

— Recipient of national and international journalism awards for innovative visual storytelling.

Digital Designer and UX/UI Consultant Colonial Landscapes Project / Fundación Neogranadina

APRIL 2020 - AUGUST 2021 – REMOTE

— Designed and developed an interactive educational platform, translating historical research into an engaging digital experience.

— Conceptualized dual navigation approaches -exploratory and explanatory- for multiple ways of engaging with the content.

— Created responsive design systems tailored to audiences ranging from middle school students to undergraduates.

— This project received a grant from the Ministry of Culture of Colombia to promote documentary heritage digitally.

education

Aalto University / MA, Visual Communication Design

SEPTEMBER 2021 - NOVEMBER 2023 — HELSINKI, FINLAND

Thesis: "Making maps with gaps — Participatory map-making workshops that question standardized maps and encourage a sense of plurality and belonging."

Universidad de los Andes / Dual Degree in Design & History

AUGUST 2012 - OCTOBER 2018 — BOGOTA, COLOMBIA

Cum laude. Specialized in User-Centered Design and Communication.
Graduation project: "Street photographs, a testimony of modernity in Bogota (1940-70)".

Nuova Accademia di Belle Arte (NABA) / Erasmus

JANUARY - MAY 2018 — MILAN, ITALY

awards

Simón Bolívar National Journalism Award – Jury Recognition

NOVEMBER 2022 — BOGOTA, COLOMBIA

Winner of the most prestigious national award for visual storytelling and digital reporting on the 2021 Colombian protests. In collaboration with reporters Jineth Prieto and Juan Manuel Flórez.

Inter American Press Association Excellence in Journalism award for News Coverage on the Internet

OCTOBER 2021, MIAMI - EEUU

Recognized for multimedia web coverage examining the pandemic's economic impact on women in Latin America. In collaboration between La Silla Vacía, Ojo Público, and Pop Lab.

Grant: Quantitative Methods for Data Analysis

MAY 2020 - AUGUST 2020 — BOGOTA, COLOMBIA

Full scholarship for data analysis training from Universidad de los Andes' Economics Department.