



Service & UX Designer  
focused on simplifying  
complex systems through  
research-led, human-centered  
design.

## EDUCATION

### Masters in Digital Media

Center for Digital Media | SFU  
Vancouver / 2019 — 2021

### Technical Web Designer Certificate

BCIT | Vancouver / 2019  
*With Distinction*

### Bachelor of Fine Arts, Advertising Art Direction

Columbia College Chicago  
Chicago / 2013 — 2017  
*Summa Cum Laude*  
Minors: Creative Advertising &  
Marketing

## SKILLS

### Software:

Axure  
Figma  
Adobe XD  
Adobe Creative Suite

### Web:

HTML  
CSS  
PHP  
Wordpress  
Javascript

### Language:

Spanish  
English

## EXPERIENCE

### Number 41 Media | Service & UX Designer

August 2021 — Current | Vancouver

Worked on diverse UX and Service Design initiatives for B.C. and Alberta ministries, including HealthLink BC, The Workers Advisers' Office, Emergency Management BC, Ministry of Citizen Services, and the Justice sector.

- Led user research through interviews, field research and job shadowing to uncover user needs and pain points.
- Facilitated co-design sessions and stakeholder workshops to gather requirements and shape service solutions.
- Developed current and future state service blueprints collaboratively with users and stakeholders.
- Designed low and high fidelity interactive wireframes for both desktop and mobile applications.
- Planned and executed usability testing to validate design decisions and improve user experience.
- Partnered with Product Owners and Business Analysts in agile environments to define user stories and guide development.
- Collaborated closely with cross-functional product teams throughout iterative design and development cycles.

### The Thingery | UX/UI Designer

October 2020 — August 2021 | Vancouver

- Responsible for leading the UX design of a mobile app for The Thingery.
- Responsible for the creation of prototypes, wireframes, user journey storyboards, plans, execution and analysis of user tests.
- Communication liaison between the UI Designer and the development team.
- Conducted usability testing of the current system and future state wireframes.
- Conducted user interviews to identify pain points, gather requirements and identify gaps in current experience.

### The Vancouver Art Gallery | UX/UI Designer

May 2020 — August 2020 | Vancouver

- Collaborated remotely with an interdisciplinary team in an agile development environment.



# Luisa Martinez Riano

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- Designed the user interface and user journey for a large-scale, gesture based interactive installation as part of the Masters of Digital Media program at the CDM.

## **Realwheels Theater | UX/UI Designer & Wordpress developer**

January 2020 — April 2020 | Vancouver

- Designed and developed a website for remote participation in the theater's production process.
- Designed and user tested the custom theme for the Wordpress site.
- The website was duplicated and adopted by all of the productions in the theatre.

## **Museum of Vancouver | UX Designer**

September 2019 — December 2019 | Vancouver

- Collaborated with a team in the design of a data visualization animation for the A Seat At The Table Exhibition.
- Responsible for research and the information architecture for the visualization.

## **Silva Publicidad | Junior Graphic Designer**

April 2018 — July 2018 | Bogota, Colombia

- Designed print and digital pieces for existing advertising campaigns for clients such as: the Bogotá Chamber of Commerce, the Colombia Stock Exchange, Claro and Alpha.
- Designed booklets, brochures, signage, websites, infographics and social media content for client events, office spaces and communication platforms.

## **Mosbrook Design | Junior Graphic Designer**

September 2017 — December 2017 | Chicago, United States

- Designed print marketing materials such as ads, brochures, posters, fliers and booklets for clients like AbbVie, ISAKOS and Rust-Oleum.