Maria I. Oleaga

UX/UI Designer / 1 (829) 519-4981 / mariaoleaga109@gmail.com / https://www.mariaioleaga.com/

SKILLS & SOFTWARE

- User Research, Usability Testing, Information Architecture, UX & UI Design, Wireframing & Prototyping, Sketching and Ideation, Illustration, Graphic Design, CAD Modeling, 3D Rendering & Animation, Collaboration, Leadership.
- Figma, Miro, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Lightroom, Adobe Indesign, Adobe After Effects, Spline, Rhino3D, Solidworks, Keyshot, ChatGPT, Microsoft Office Suite.

WORK EXPERIENCE

Associate Experience Designer / VML — *November 2023 - July 2025*

- Designed wireframes and mockups for mobile, desktop and app experiences. Created prototypes, design systems and creative assets as required. Notable clients include Coca Cola, Marvel, BASF, First Horizon Bank, TAMU, etc.
- Led design of responsive emails & banners for Coca-Cola B2B communications, supporting multi-market campaigns.
- Illustrated storyboards for an engaging AR mobile experience and interactive experiential design featuring Marvel characters, actively contributing to brainstorming sessions to shape the storyline for the immersive journey.

Experience Design Intern / VML — *June 2023 - November 2023*

- Developed wireframes and prototypes for mobile and desktop experiences, encompassing new integrations and redesign projects.
- Conducted heuristic evaluations, adapted desktop mockups to mobile, and created presentation decks for client-facing work. Supported feature ideation in workshops and brainstorming sessions, contributing to design strategy.
- Participated in the Internship Project Competition, conducting research, creating mockups, and contributing to ideation. Presented our innovative ideas to the client, Coca-Cola as part of the winning team.

Freelance Designer — *September 2022 - June 2023*

- Delivered design services spanning UX/UI, Industrial/Product Design, and Graphic Design/Illustration. Implementing design processes to accomplish projects like app and website redesigns, UX design consulting services, social media assets, album artworks, and illustrated portraits for clients.
- Created brand guidelines and redesigned the mobile app for fintech start-up *Ditch*, improving usability and brand consistency. Additionally, designed social media static and animated graphics as needed.

PROJECT EXPERIENCE

Lead UX Designer / O.Sah — *2021*

Outcome: Antenatal Pregnancy Kit designed for Low-Middle Income countries. Aiming to increase access to pregnancy care and lower maternal death rate.

- Conducted secondary research and interviews, met with 14 medical experts, synthesized our data into 100+ insights to define problem areas.
- Conceptualized, sketched, and prototyped multiple iterations of the product and mobile application. Designed the logo and branding for the project, implemented it throughout the UI design of the app.
- Presented and defended our product to key stakeholders including medical experts.

EDUCATION

Savannah College of Art and Design — *BFA in Industrial Design, Minor in UX Design* (September 2018 - June 2022)

AWARDS

Finalist - International Design Excellence Awards (IDEA) 2022

Winner - European Product Design Awards 2022

Student Notable - Core77 Design Awards 2022

Gold - International Design Awards (IDA) 2022

Finalist - The Rookie Awards 2021