

# VICTORIA DEMETRIO ROLON

UX UI DESIGNER | PRODUCT DESIGN

## ABOUT

**5+ years** of end-to-end product and architectural design experience.

[www.victoriadesignlab.com](http://www.victoriadesignlab.com)  
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## SKILLS

**Technical:** Figma, Sketch, InVision, Adobe XD, Adobe Suite, HTML/CSS, Bootstrap, 3D Rendering Engines, Microsoft Office (Word, Excel, PowerPoint)

**Languages:** English, Spanish & Portuguese

## EDUCATION

### UX/UI Bootcamp

Columbia University  
New York, USA  
2023 - 2024

### Bachelor in Architecture and Urban Planning

Universidad Nacional del Nordeste  
Argentina  
2015 - 2020

## WORK EXPERIENCE

### UX UI Designer

Victoria Design Lab | Remote

2023-Present

- **Led UI design** and **managed the design system**, collaborating with product and development teams to enhance interfaces and user experiences.
- **Drove a 30% revenue increase in e-commerce** through user research and design system implementation.
- Created user personas and flows, and developed low-fidelity wireframes for **rapid iteration**.
- Led the development of a medication reminder app, **achieving a 60% improvement** in healthcare management and workflow efficiency.
- Conducted user research interviews, A/B testing, and competitive analysis to **inform product direction and feature enhancements**.
- Analyzed business problems to develop effective projects, resulting in **user satisfaction and revenue improvements**.
- Contributed to significant **website traffic increases** and **improved engagement** through successful redesigns and **collaboration with cross-functional teams**.

### Architectural Designer II

CHA Consulting | Boston, USA

2022 - Present

- **Led interactive client presentations**, successfully delivering a \$60M athletic facility project for Boston College.
- **Applied Building Information Modeling (BIM) principles** to enhance project coordination and communication, achieving a 30% reduction in design conflicts and errors, and ensuring smooth project execution.
- **Collaborated with cross-functional teams** to develop innovative design solutions, resulting in a 15% increase in client satisfaction and overall project success rates.
- **Applied problem-solving techniques and human-centered design principles** to enhance user experiences.

### Architectural Designer I & Project Manager

AZ GROUP | Argentina

2020 - 2022

- **Directed complex projects**, effectively managing timelines, resources, and budgets to meet client goals and project objectives.
- **Focused on user needs** by creating detailed technical documentation and interface elements, which enhanced both user and client satisfaction.
- **Conducted thorough analysis and maintained task lists** to ensure projects met deadlines, upholding high work quality.
- **Applied interior design expertise** to create functional and visually appealing spaces, using user feedback to refine designs and enhance the user experience.