

# Lorena Buitrago

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## UX & Product Designer

[LinkedIn](#) | [Portfolio](#)

San Diego

Colombian Permanent Resident - Industrial Designer with Honorable Mention

### About Me Work Experience

**Member**  
Sustaining Member  
of AIGA, Philanthro

**Languages**  
Spanish  
English

**Interests**  
Social Work  
Technology  
Painting  
Dance  
Tennis  
Reading  
Meditation

#### Conferences and Workshops

Swedish Seeds Workshop  
hosted by Ergonomy Design  
Sweden, Interactive Institute  
and Open Work - Ideation of  
National Museum Multi-User  
Interactive Design Interfaces  
for Disabled Children  
2008 - Bogotá, Colombia

#### **UX UI Designer | Cucina Migrante 2017 – Present**

**Interaction Design:** Created concept model, heuristic review, sitemap, process flow, sketches, wireframes, prototypes, and detailed specifications for Desktop application.

**User Research:** Conducted stakeholder interviews and both remote & in person user interviews and usability tests. Created click-throughs and prototypes for web for use during tests. Synthesized and compiled findings to inform UX strategy.

[www.cucinamigrante.com](http://www.cucinamigrante.com)

San Diego, CA

#### **UI Visual Designer | Main Street Multimedia 2016 – Present**

Design of visual material for "The Orville" series, FOX Studios.

[www.khaosdigital.com](http://www.khaosdigital.com)

Los Angeles, CA

#### **UX UI Designer | Freelance Fusion 2014 – Present**

Define user, product, and business needs and Goals with several clients. Advised on Strategy, visual identity and positioning.

[www.freelancefusion.org](http://www.freelancefusion.org)

San Diego, CA

#### **UX UI Designer | The Law Offices of Steven York 2014 – 2016**

Implemented full product design cycle, including: user and business research, personas, IA user journeys, content strategy, wireframes, interaction design, low-fi to pixel perfect visuals, and product requirement specifications.

[www.yorklaw.org](http://www.yorklaw.org)

San Diego, CA

## UX UI Designer | Argemiro Sierra 2012 - 2013

### *Formal/Casual Woman Clothing and Accessories*

**UX Design:** Defined user needs, business goals and brand story; Created Site maps, process flows, wireframes, functional specifications Lead stakeholder workshops and Usability testing.

**Visual Design:** Design of Textures/Compositions selected for 2014 Resort and Pre-Fall collection and printed catalogs.

Developed and implemented advertising strategy (social media styling and story)

**Interior Design:** Created 3D Interior Design for makeover of main Store; budget, construction and remodel supervision.

[www.argemirosierra.com](http://www.argemirosierra.com)

Medellin - Antioquia, Colombia

## Industrial Designer | Global Ltda. 2010 – 2012

### *Fashion Accessories Supplies*

**UI Design:** Planned, executed and created wireframes for the company website

**Industrial Design:** Led 3-member design team that developed bids designs for multiple fashion brands including OffCorss (kids cloth/accessories) Wrangler, Hugo Boss, Maaji Swimwear, Onda De Mar, Touche and Agua Bendita.

- Company representation, participation and coolhunting during fashion week at the ColombiaModa and Fashion for the World Fairs.
- Designed and produced catalogs and exhibitions for "COLOMBIATEX of The Americas 2010" (leading Latin American exhibition of textiles, Products and merchandise for the manufacturing industry)

[www.globaltda.com](http://www.globaltda.com)

Envigado - Antioquia, Colombia

## UI Designer | MADEAL 2009

### *Automobile Parts Manufacturer (Aluminum Wheels)*

**UI Design:** Designed Print Catalog of Products. Developed interactive Application with adobe animate, virtual visualization of wheel designs.

[www.madeal.com.co](http://www.madeal.com.co)

Manizales - Caldas, Colombia

## Packaging Designer | Buencafe 2008

### *Freeze Dried Colombian Coffee*

**Packaging Design:** Designed and execute sketches, 2D & 3D visualizations and CAD for mass production of glass packaging for high end line of coffee for export to new markets in Japan and Russia.

**UX Design:** Conducted stakeholders interviews and helped define strategy and scope.

[www.buencafe.com](http://www.buencafe.com)

Chinchiná - Caldas, Colombia

**Lorena Buitrago**

Designer

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