



Paola Rodriguez

UX/UI DESIGNER

EDUCATION

2024

Applied Digital Product Design Certificate (NZQA Level 6)
Mission Ready HQ, New Zealand

2024

Digital Product Design Certificate (NZQA Level 5)
Mission Ready HQ, New Zealand

2023

Web Development Certificate (NZQA Level 5)
Yoobee Colleges, New Zealand

2016

3D Animation for Movies Diploma
Animum Creativity School, Spain

2012

3D Generalist Diploma
SENA, Colombia

2010

Bachelor's in Industrial Design
UJTL University, Colombia

UX SKILLS

Design Thinking
Information Architecture
Usability Testing
Prototyping
Storytelling
User Research
Wireframing
Accessibility Standards
UI Kits Development

Hello

I am a seasoned designer who combines graphic design expertise, prototyping skills, and research-driven insights to craft intuitive, visually engaging user experiences. I am passionate about simplifying complex systems, and designing accessible, user-focused solutions, drawing on my strong background in storytelling and animation.

paola-rodriguez.com

LinkedIn

Perth, Australia

paola.rodriguez@outlook.co.nz

+64210342138

Work Experience

UX Designer

Auckland City Mission, NZ (Nov 2024 – Present)

- Designed "Walking in My Shoes", an educational video game for students (10–14) about homelessness.
- Created user flows, decision trees, and prototypes in Figma for an intuitive experience.
- Collaborated with the developer and client to align content with learning objectives.
- Conducted usability testing and refined designs based on feedback.

Digital Learning Designer

Waka Kotahi NZ Transport Agency, NZ (Feb 2022 – Oct 2024)

Designed and developed digital learning solutions for internal and external audiences, focusing on user-centred, accessible content aligned with organisational goals. Utilised tools like Figma, Articulate 360, HTML, and CSS to deliver engaging, high-quality solutions.

Key Project: Future Investments Suite UX Design

- Designed and developed six eLearning modules, which achieved average user ratings of over 8/10, or 'very likely to recommend'.
- Created a cohesive design system for learning modules, that sped up development, and consistently delivered accessible, usable and intuitive experiences for learners.
- Conducted user research, developed personas and user journeys, and facilitated workshops to shape designs.
- Produced wireframes, prototypes, and interactive elements, refining designs through usability testing.
- Collaborated with branding and accessibility experts to ensure WCAG compliance and adherence to NZ governmental web requirements.
- Created illustrations, animations, and videos to enhance learning engagement.

UX Designer (Design Project)

Z Energy: Station Locator Redesign, NZ (Jun 2024 – Jul 2024)

Improved Z Energy's website to help travellers find petrol stations, view fuel prices, and filter services intuitively, especially on mobile.

- Simplified station locator and fuel price pages for intuitive use.

TOOLS

Figma
Miro
Illustrator
Photoshop
After Effects
Adobe XD
Premiere Pro
Maya
Blender
Articulate 360

ADDITIONAL SKILLS

E-Learning Development
Project Management
Workshop Facilitation
Stakeholder Communication
Interactive Design
Illustration
2D And 3D Animation
Video Editing
HTML And CSS
Infographic Design
Critical Thinking
Problem Solving

CERTIFICATIONS

Autodesk Maya Certified User
Issued 2017

**Visual Design Using
Adobe Photoshop, Adobe
Certified Associate**
Issued 2016

AWARDS

**2016
Best Educational Content
with Pedagogical Focus**
Colombia en Línea

REFERENCES

Available Upon Request.

Work Experience Continued

- Developed the “Plan Your Trip” feature to map petrol stations along routes.
- Conducted usability testing and created user flows to validate and refine designs.
- Produced wireframes and prototypes in Figma, iterating based on feedback.

UX Designer (Design Project)

Turners Group: Online Insurance Platform, NZ (Apr 2024 – Jun 2024)

Designed an online platform to digitise Turners Cars’ face-to-face insurance process, reducing quote time to three minutes and enhancing accessibility.

- Conducted user research to identify pain points and validate design decisions.
- Created and simplified user flows to guide customers through insurance comparison and purchase.
- Developed wireframes and prototypes in Figma for an intuitive user experience.
- Performed usability testing and refined the design based on feedback.

Relocation and Upskilling

New Zealand (Mar 2019 – Dec 2021)

Studied English at Southern Lakes English College while working in hospitality roles due to visa restrictions. Upskilled in design through personal projects and online courses.

Interactive Designer

CIEL Ingeniería, COL (Apr 2018 – Mar 2019)

Designed digital content for healthcare, finance and government clients, meeting their distinct requirements and brand guidelines.

- Created reusable templates to streamline workflows and maintain high-quality outputs.
- Delivered animations and marketing ads tailored to diverse audiences.

Animation Lecturer

CUN University, COL (Aug 2017 – Dec 2017)

Taught animation and visual design, creating engaging materials and updating syllabi to reflect industry trends. Supported e-learning initiatives with tutorials and resources.

Multimedia Designer

Central University, COL (Aug 2012 – Mar 2016)

Designed digital content for educational projects, including motion graphics, 3D animations, and interactive materials for e-learning and promotions.

- Created illustrations, infographics, and microsites for the university’s website.
- Developed assets for a video game and an augmented reality app.
- Collaborated with educators to align content with learning objectives and brand standards.