

Oriana Carlucci

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Dedicated Product Designer with a background in Sales seeking to leverage expertise market insights and customer feedback to drive product strategy and development. Seeking to apply my diverse skill set and experiences to lead cross-functional teams in delivering exceptional products that exceed customer expectations and drive business growth.

As a Product Designer I'm committed to continuous learning, actively expanding my skill set in areas such as 3D modeling, 3D and 2D animation and programming to ensure that my designs are not only visually appealing but also functional and user-friendly.

PROFESSIONAL EXPERIENCE

Joshua Michael Davis Co., Remote - Product Designer Intern - Sept 2023 – Current.

- Conducted user research to understand user needs, behaviors, and pain points, and assisted in putting together a usability test plan, including defining test objectives, creating test scenarios, recruiting participants, and moderating test sessions to gather insights and inform design decisions.
- Collected data about consumer preferences, information and visual trends within the specific market.
- Analyzed usability test results and synthesized findings into actionable insights to guide product improvements.
- In charge of developing wireframes, prototypes and design mockups around customer needs using industry-standard tools such as Adobe XD, Sketch, and Figma.
- Assisted with the product's information architecture.
- Worked directly with a Senior Designer from start to finish during each project.

Squadra Advertising - Sales Coordinator - October 2020 – April 2022

- Supervised major client accounts, setting sales targets, implementing sales strategies, and reported to senior managers.
- Cultivated and maintained strong relationships with clients to understand their needs and provide personalized solutions.
- Collaborated with design and production teams to ensure timely delivery of high-quality signage products.
- Analyzed sales data and market trends to identify opportunities for business growth and revenue optimization.
- Prepared sales proposals, quotes, and contracts, ensuring accuracy and compliance with company policies.
- Conducted product demonstrations and presentations to prospective clients, showcasing our products benefits.
- Provided ongoing support to clients, addressing inquiries, resolving issues, and ensuring overall satisfaction.

EDUCATION

University of Miami

UI/UX Design Professional Certificate / Miami, Florida Completed January 2023

Monteavila University

Journalism and Media Communication / Caracas, Venezuela September 2013 – May 2015

SKILLS

- Highly organized with meticulous attention to detail
- Ability to prioritize tasks and manage multiple deadlines effectively.
- Proficient in Microsoft Office Suite and legal case management software