Isabella Raffo Pedraza
UX/Product Designer

IRP

Work Experience

Product Designer @ **Hack4Impact**

JAN 2026 - PRESENT

Collaborated with product managers, developers and stakeholders while working directly with Anda, a transportation company based in Angola, to design a secure, mobile first case management platform.

Contributed to user research, user flows, and feature designs with a strong focus on privacy, safety, and ethical design considerations.

Marketing Intern @ **Cerámica San Lorenzo Perú (Grupo Lamosa)**

MAY - AUG 2025

Enhanced website UX by optimizing navigation, accessibility, and content structure, improving product discovery for 10K+ monthly visitors.

Redesigned internal communication tools and systems, streamlining information flow and productivity across departments.

Hosted a workshop for 20+ employees to introduce the redesigned tools, teaching best practices and demonstrating increased efficiency while ensuring adoption of the new systems.

Leadership & Involvement

President @ **Design Innovation at Illinois**

DEC 2025 – PRESENT

Managed 4 UI/UX design projects by assembling teams, setting timelines, and guiding deliverables across semester-long work.

Organized professional, educational, and social programming including skill-building workshops and networking panels to foster a collaborative design community.

Oversaw financial planning and budget distribution to ensure effective support of organizational and team activities.

Project Lead & UX Designer @ **Design Innovation at Illinois**

SEP 2023 – DEC 2025

Led teams of 5-6 designers through semester-long projects, conducting user research and app redesigns to enhance user experience.

Designed 50+ high-fidelity wireframes and mockups, implementing the full human-centered design process.

Provided mentorship and guidance in collaborative design critiques, offering insights that improved project direction and outcomes.

Contact

isabellaraffopedraza.com

isabella260504@gmail.com

(312) 972-0610

linkedin.com/in/isabella-raffo

Education

University of Illinois at Urbana-Champaign

2023 - 2027

Bachelor of Fine Arts in Industrial Design

Minor: Psychology

GPA: 3.93/4.00

James Scholar Honors Program

Dean's List

Skills

Tools

Figma, Adobe Creative Cloud, Miro, Procreate, Microsoft Office

CAD (Solidworks, Keyshot, Fusion 360)

Research

Design Thinking, Competitive Analysis, Market Research, User Interviews, Personas & User Journey Maps, Storyboarding, Information Architecture, Usability Testing

Design

Wireframing, Prototyping, Design Systems, Typography, Branding, Illustration, Graphic Design

Technical Drawing, Human-Centered Design, Prototyping (Wood, Foam, 3D Printed, Laser Cut), CMF