

# Isabella Raffo Pedraza

## UX/Product Designer



### Work Experience

#### 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.

Gained hands-on experience in ceramic tile design and manufacturing, applying product design knowledge to material and production processes.

### Projects

#### UX Design Lead, **Venmo Redesign**

JAN – MAY 2025

Led and mentored a team of 5 designers to ensure consistency and user-centered outcomes.

Redesigned mobile app flows and interface through research and prototyping, improving navigation and usability.

#### Product Designer, **9160C**

SEP - DEC 2025

Designed a fully functional calculator using a provided printed circuit board to expand New Balance's product assortment within its established design language.

Conducted brand research and CMF studies, 3D-printed and assembled functional prototypes, and refined form, material, and finish decisions through iterative trials.

### Leadership & Involvement

#### President & Project Lead @ **Design Innovation at Illinois**

SEP 2023 – PRESENT

Led 4 semester-long UI/UX projects by assembling and managing teams of 5–6 designers, setting timelines, providing resources, and guiding deliverables.

Designed 50+ high-fidelity wireframes and mockups while mentoring designers through collaborative critiques and three structured project checkpoints per semester.

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

### Contact

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### 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

CAD (Solidworks, Fusion 360, Keyshot)

#### 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