

Isabella Raffo Pedraza

UX/Product Designer



Work Experience

Marketing Intern @ **Cerámica San Lorenzo Perú**

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 exposure to ceramic tile design and manufacturing processes, applying product design knowledge during plant visits to deepen material and production expertise.

Projects

UX Design Lead, **Venmo Redesign**

JAN – MAY 2025

Led a team of 5 designers, providing mentorship and feedback while co-managing the project to ensure design consistency and user-centered outcomes.

Redesigned mobile app flows and interface through research, wireframing, user testing, and prototyping to improve navigation and usability.

Product Designer, **Avotraq**

APR – MAY 2025

Created an avocado sensor that notifies users at peak ripeness, addressing freshness tracking, reducing food waste, and supporting sustainable consumption.

Conducted user research and prototyping, progressing from foam models to 3D designs and KeyShot renderings to refine usability and functionality.

Leadership & Involvement

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

SEP 2023 – PRESENT

Managed teams of 5–6 designers on semester-long app redesign projects, guiding research and workflow to ensure user-centered outcomes.

Designed 50+ high-fidelity wireframes and mockups, applying the full human-centered design process to enhance usability and experience.

Provided mentorship and led collaborative design critiques, presenting work at 3 checkpoints per semester to refine decisions and improve project impact.

Contact

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Education

University of Illinois at Urbana-Champaign

2023 - 2027

Bachelor of Fine Arts in Industrial Design

Minor: Psychology

GPA: 3.97/4.00

James Scholar Honors Program

Dean's List

Skills

Tools

Figma, Adobe Creative Cloud, Miro, Procreate

CAD (Solidworks, Fusion, 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