



Sonia Stefany Valencia de la Portilla

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Education

UOC University Remotely, Colombia/Spain Masters degree in e-health (2024)

Complementary courses: **storytelling, trend hunting, innovation, AI for product design, UX strategy** (2024-2025)

Coursera-Google Remotely, Colombia UX Design Certificate course series (2023).

EAFIT University Medellín, Colombia Product design engineering degree (media 4.56/5) • Emphasis on design management • Awards: Best 3rd semester Kaze project (A3-OE 2017), Best 6th semester EPA project (A3-OE 2018). • Groups: Asia Pacific Research Group (2017-2020), SIDMA Research Group in Advanced Manufacturing (2018-2020). • IDLE (International Design Learning Experience) Scandinavia 2019.

EAFIT University- FHNW University Colombia-Switzerland Summer school for entrepreneurship, project development and business ideas. • **University of Guelph Guelph, Canada** English Learning Program (ELP). Last level of the English proficiency course passed (2015).

Work / Projects

Envíame, Remotely: UX/UI design, user-centered design, design research, information architecture (IA), ideation, low, medium and high fidelity prototyping, interactive prototypes, redesigns, collaboration with multidisciplinary teams.

- Products and functionalities: logistics flow, shipping forms, tracking, billing, rates, operating rules, login, reports, integrations, notifications, incident tickets, user profile, customization.

UOC University, Remotely • PATI: treatment adherence design concept, monitoring, rewards, habits, notifications, education. • TuloVales: gamified mental health application concept, clubs, challenges, community.

Freelance Manizales, Colombia • MVP Digital Tool for Golden Code Screening and Assessment (Suicide Risk) for the Territorial Health Directorate (DTS): designed to support health professionals in the assessment and screening of suicide risk with standardized criteria supported by validated scales. Prototyping, usability validation, wireframes, visual identity

- GEA: entrepreneurship, product integration with new technologies, UX design, user-centered design, design research, focus groups, interviews with more than 120 women, problem finding and definition, ideation, abstract prototyping.
- Dr. Darío de la Portilla: development of the website redesign proposal, UX design, information brochures and other graphic design and branding elements.
- Rock Tech X: collaboration in UX design in applications such as scanner pro, translator, cleaner app and pixerase.

Carvajal Tecnología y Servicios Bogotá, Colombia Internship

- Lemon (human resources management platform): requirements, redesign, development of wireframes and low and high fidelity prototyping, development of communication campaign for the proposal (email and tutorial videos and voice-over), implementation of changes and recommendations in the design, collaboration with a multidisciplinary team and validation with HR areas.
- Social media digital innovation school: network management, content design, posts, stories, illustration. • Other projects (confidential): support with design and ideation to marketing and financial areas.

EAFIT University and Allies Medellín, Colombia • Bancolombia: design research consultancy, focus group, proposal development, pitch. • UMO Group: design research consultancy, ideation, rapid design, abstract prototyping. • Merchants in downtown Medellín: project 6 EPA, problem finding, user and context research, ideation, prototyping, 18 semi-structured interviews, 256 respondents. Award-winning project.

- Project Mítica: Design conceptualization, culture, prototyping, gamification, character development, voice acting, concept presentation, pre-Alpha prototype usability testing, expert consultation.

Skills / Interests

Skills: English (B2), Figma, Adobe Illustrator, Adobe Photoshop, Mural, Miro, Communication, Spatial orientation, Recursion, Creativity, Ideation, Writing, Design, Layout, UX/UI Design, Storytelling.

Interests: UX Design, Creativity, Innovation, Entrepreneurship, Learning, Research, Storytelling, Health, Wellbeing.

- Other: Photography, Music, Languages, Travel, Culture, Entertainment, Painting, Challenges, Sustainability.