

# Camila Daza

UX/UI Designer | Graphic Designer | Creative

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Creative Designer with a background in graphic design, audiovisual content, and UX/UI design, crafting visual and narrative experiences across film, television, and digital platforms. Recently graduated with an MA in Writing from the University of Warwick, I go beyond design—I bring a holistic approach that blends visual design with storytelling to create functional solutions and compelling, emotionally resonant experiences.

## EXPERIENCE

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**Writer and Graphic Designer**, Studio 375 (September 2021 - November 2024)

*Studio 375 focuses on the development of original content for film and television.*

- Developed 7 original film/series stories and designed high-impact sales decks in Photoshop, translating the essence, value proposition, and look and feel of each project into visually compelling presentations, driving content acquisition, investor interest, and securing funding negotiations for 4 projects worth over £3 million.

**UXUI Design Consultant**, Freelance/Being Cloud Group (May-June 2024)

- Conducted a UX/UI audit across 10+ digital interfaces, refining visual hierarchy, information architecture, and accessibility, optimising the design system for a 25% improvement in design and brand identity consistency.
- Delivered 22+ actionable recommendations on inclusive design, interaction patterns, and accessibility enhancements for a 30% increase in user engagement and improved functionality in A/B testing.

**Graphic Designer and Video Editor**, Arrebol (January - August 2023)

*Marketing agency focused on boosting startups with effective digital marketing strategies.*

- Led creative strategy for 2 major accounts, designing 200+ multimedia assets across social media and digital campaigns, driving a 25% engagement increase for one client and securing the first 5 clients within a month for another.

**Audiovisual Content Creator**, ToyCantando (October - December 2021)

*Publisher and record company dedicated to fostering musical and literary creativity in children.*

- Designed and delivered 50+ marketing assets across social, print, and digital platforms, ensuring brand consistency in advertising and promotional materials. Utilised Photoshop, After Effects, and Premiere to create high-impact digital ads, driving 30% engagement growth and expanding audience reach by 20%.

**Film Production Assistant**, Dynamo Productions (August 2019 - September 2021)

*Leading production company, that develops and produces content for Netflix, Amazon, Apple, among others.*

- Supported 5 major productions for clients like Sony and Netflix, ensuring smooth execution across pre-production, filming, post-production, and marketing, contributing to timely project completion and successful launches.
- Designed visually intuitive infographics, streamlining the onboarding process for 100+ crew members for 10+ productions.

## EDUCATION

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**MA – Writing**, The University of Warwick (October 2023 – October 2024)

**BA - Audiovisual and Multimedia Communication**, Universidad de la Sabana (September 2014 – September 2019)

**UX Design Professional Certificate**, Google (2020)

**UI Design**, Platzi (2020)

**Advanced Figma**, Platzi (2020)

## SKILLS

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**UX Research:** User Flows, Information Architecture, Wireframing, Prototyping, Accessibility Standards, Usability testing.

**UI Design:** Iterative Design, Prototyping, Design Systems, Accessibility Standards,

**UX Writing:** Microcopy, Content Hierarchy.

**Creative Design:** Graphic Design, Visual Storytelling, Branding, Video Editing, Content creation.

**Technical Proficiency:** Figma, Adobe Creative Suite (XD, Photoshop, Illustrator, Premiere, After Effects), Sketch, Procreate

**Languages:** Spanish (fluent)