

# María Paula Calderón Acón

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## Education

### New York University Abu Dhabi

B.A. Interactive Media

Minor in Visual Arts Practice

Summa cum laude (GPA: 4.0/4.0)

May 2020

## Skills

### Software

Adobe XD

Figma

Photoshop

Illustrator

InDesign

After Effects

Premiere

Camtasia

Audacity

Microsoft Office

### Programming

HTML5

CSS3

JavaScript

### Creative Skills

Enterprise Design Thinking

Visual design

Identity design

Responsive web design

Motion graphics

Wireframing

## Languages

Spanish (Native)

English (Fluent)

Mandarin (Intermediate)

## Experience

### Creative Designer

*PGD LATAM*

Nov. 2022 – Present, Heredia, Costa Rica

Deliver mockups and designs for Stellantis websites, considering accessibility and UX best practices.

### Visual Designer

*IBM*

Mar. 2021 – Nov. 2022, Heredia, Costa Rica

Lead the design process to identify UX problems and redesign outdated digital products, creating sitemaps, wireframes, and high-fidelity mockups following the IBM Carbon Design System. Facilitated 10+ design thinking workshops that helped our team identify and prioritize requirements based on our users' needs.

### Freelance Brand Identity Designer

*Cineolio*

Oct. 2020 – Feb. 2021, Remote

Executed a full brand redesign, conducting brand research and creating a style guide outlining logo usage, UI elements, typography, color schemes, and other relevant collateral.

### UX/UI Designer & Web Developer

*NYUAD Interactive Media Program | nyuadim.com*

Feb. 2020 – Aug. 2020, Abu Dhabi, UAE

Carried out a complete site redesign, handling multiple responsibilities: UX design (conducting research, redesigning the site's IA, creating wireframes and mockups), UI design (designing site's UI elements and creating a style guide), and web development (using HTML5, CSS3, and Handlebars.js).

### Web & Graphic Design Intern

*The Subversive Gardener | subversivegardener.com*

May. 2019 – Aug. 2019, New York, USA

Redesigned and restructured the NGO's website, delivering sitemaps and wireframes before the final implementation. Produced motion graphics and visual design assets for social media platforms.