

Manuela Pardo

I am dedicated to bringing forth innovative designs that not only solve problems but also evoke emotions, connect with users, and drive meaningful connections between brands and their audiences.

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EXPERIENCE

Product Designer – Mokup Labs Inc. Dec 2021 - Current

Currently as a product designer in a design agency, my role is to create innovative and impactful solutions for a wide range of clients and industries. I worked as the lead designer on new features for our clients software, while working collaboratively with a team of designers, researchers, and developers to deliver exceptional design experiences. Translating user insights into tangible design solutions is a key aspect of my work.

Freelance Designer - Jan 2021 - Current

As a Freelancer, I thrive on the fast-paced nature of working on various projects simultaneously. I am adaptable and can quickly switch between different industries, client requirements, and design challenges. By combining creativity, research, collaboration, and technical expertise, I contribute to delivering high-quality design solutions that exceed client expectations and positively impact their business.

Graphic Design / UI Intern – Planned. May 2020 - Aug 2020

Planned is a platform that specializes in event planning. During this internship I worked alongside the Product Design team to create prototypes for their Blog Page. As well as with the Marketing Team to create content for their social media, to promote the company's upcoming events and sponsor their services.

Ux Consultant – Ministry of Labour . Oct 2019 - Dec 2019

This group project took place at Sheridan, where I, along with 3 other students conducted usability testing and a heuristic evaluation to clarify the process of submitting a claim on the MOL's website and presented findings to MOL's UX team.

User Researcher and Designer – NUVO Network . Sept 2018 - Dec 2018

Conducted user research through various investigative methods and practices in a team setting, analyzed the collection data in order to come up with a design proposal for the co-working space. Presenting it to the headquarters as a part of the course partnership with NUVO Network.

EDUCATION

Sheridan College – Honours
Bachelors of Interaction
Design

SKILLS

Visual Design
User Research
Wireframing and Prototyping
Interaction Design
Usability Testing
Collaboration
Product Thinking
Graphic Design
Video Editing

SOFTWARES

Figma
Adobe Creative Suite
Sketch
Invision
Webflow
Wix
Shopify