

# Silvia Checa

## Product Designer

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### Work Experience

#### **USAA/ Senior Product Designer (UX/UI)**

MAY 2019 - PRESENT, HOUSTON

Responsible of user and desing research, prototyping and user interface in the new integrated system for the Contact Center.

#### **ExxonMobil / Service Designer (UX/UI)**

MAY 2019 - JUNE 2020, HOUSTON

Designed a project from idea to integration with the support of Upstream IT UX team. Led various research and design initiatives for all areas of Corporate IT. Designed products or features that are supported by user research and testing and utilized by internal personnel.

#### **Objectstream / Lead User Experience Designer & Researcher**

SEP 2016 - MAY 2019, OKLAHOMA CITY

Responsible to drive UX process for the entire department or organization as a whole for FAA and Workers Compensation Commission. I was involved in concept meetings and putting together extensive product outlines. I then created wire-frames and clickable prototypes that I presented to clients. Once they signed off, I oversee the entire project through completion. This includes gathering feedback, iterating on builds, and setting up developer accounts.

#### **Freelance / Creative Direction & User Experience Designer**

JAN 2013 - SEP 2016, RIO DE JANEIRO & OKLAHOMA CITY

I collaborated with developer teams and managed a wide variety of cross-media projects involving branding, illustration, product and UI design for startups. I worked closely across engineering, product, and stakeholders to exchange ideas leading to rapid testing and iteration. I made decisions based on data, observing and reacting to how systems are impacted by choices.

#### **Digitalist / User Experience Designer**

FEB 2012 - JAN 2013, BEIJING

As part of design team, I worked as a sparring partner, I workshop and ideate with the customers to come up with innovative ideas and to screen and select the best of them to be realised. I was specialist in the ideation and development of innovates creative campaigns, products and market insights concepts.

#### **AlmaDDB / Senior Art Director**

FEB 2011 - JAN 2012, MIAMI

Ideation and development of creative campaigns for McDonald's, Rosetta Stone, and PepsiCo Hispanic Market. My expertise was in integrated advertising campaigns, social media, television, print and radio.

#### **J. Walter Thompson (SCPF Miami) / Art Director**

MARCH 2009 - FEB 2011, MIAMI

I collaborated in the first Interactive Creative Campaigns, like microsites, online games or Facebook Ads Application. I was part of integrated advertising campaigns for Coca-Cola, Ikea, HSBC, P&G and Macy's.

### Education

#### **Georgetown University / MPS**

Master's in Design Management & Communications

JUNE 2020 - Expected Graduation: JUNE 2022

#### **Pontifical University of Salamanca / B.A.**

Mass Communication; Advertising & PR

SEPT 2002 - SEPT 2007

### Skills

**Design:** Illustration & UI Graphics / Strategy & Vision / User Flows / Storytelling / Concept Sketches / Wireframe & Mock-Ups / Style Guides & Language Systems / Design Thinking.

**Prototyping:** Sketches and Diagrams / Rapid Prototyping Using Adobe XD or Sketch / Paper Interfaces / Storyboards / User-Driven Prototypes.

**Research:** Data Architecture / Ethnographic Conversations / Task Analysis & Persona / AB Testing / Usability Testing / Brainstorming / Co-Creation Tools.

**Miscellaneous:** Spanish Native, Fluent English Italian & Portuguese. Survival Mandarin / Strong Work Ethic & Team Player.

**Awards:** ANA Multicultural Awards USA: Grand Prize 2012 / Shortlist Cannes Young Lions 2011 / Coca-Cola Marketing Excellence Award USA: Best Digital Campaign 2009 / First Award Euro RSCG WorldWide 200: Best Strategic Campaign 2009 / Second Award in Creative Strategy, Brainstant Soup Festival. Category: Young Creatives 2005 / European Union Scholarship Sciences of Communication 2004.

**Mentorship:** Hexagon UX, our mission is to support, encourage, and empower women in UX in Houston.