

# Maria Aguilar

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## EXPERIENCE

### **The Washington Post** - *Miami, USA*

Graphics Reporter - Independent Contractor | February 2021 - Today

Pitch, report and visualize stories through text, maps, diagrams, charts and other creative story forms that help explain the news in ways that are easy to understand. Work in visual design programs including Illustrator and Photoshop, as well as with front-end development and data analysis.

### **Univision** - *Miami, USA*

- UX Designer - Freelance, Digital News | August 2020 - January 2021

Collaborated with reporters, editors and other visual journalists to generate new ideas with a user-centered approach. Designed 16 digital stories including static and interactive data visualizations to create meaningful visual narratives that meet the needs of readers and newsroom creators.

- Graphics Designer - Intern, Digital News | June 2019 - August 2019

Created concepts for new approaches to visual storytelling. Conducted research and designed a new sequence of Instagram Stories to engage young audiences and teach about political topics using animation and infographics.

### **University of Miami, UX Lab** - *Miami, USA*

Research Assistant | March 2019 - May 2020

Designed a Virtual Reality (VR) app that explores the campus of the University of Miami through a Magic Leap headset. Developed a detailed plan and materials to conduct usability evaluations of the VR app. Conducted quantitative and qualitative analysis on data gathered from the usability test. Redesigned a new version of the VR app based on the received feedback. Conducted heuristic evaluations and coded focus groups for a web platform.

### **Scotiabank** - *Lima, Peru*

Projects and Consumer Experience Analyst | April 2016 - July 2018

Contributed to strategic decisions with the product and executive teams. Led a project to implement new interactions for credit and debit cards. The project included changes in the bank's core system, home banking web page, and mobile application. Gathered requirements and conducted user interviews from cross-company departments identifying technical constraints and opportunities. Conducted training sessions with frontline teams.

## EDUCATION

### **University of Miami** - *Miami, USA*

M.F.A in Interactive Media - School of Communication | August 2018 - May 2020

STEM Master's program with focus on UX Research and Interaction Design

### **Pontificia Universidad Catolica del Peru (PUCP)** - *Lima, Peru*

Systems Engineering - School of Science & Engineering | March 2009 - July 2015

Graduated in the top fifth of the class

### **University of Rochester** - *New York, USA*

Computer Science - School of Applied Sciences | January 2014 - May 2014

Exchange study program for one semester

## SKILLS

UX/UI Design, Strategic product thinking, Rapid prototyping, Wireframing, Storyboarding, Research Methods, Usability Testing, Infographics & Data Visualization Design, Product Management, 3D-Modeling, Programming

## TOOLS

Figma, Adobe Illustrator, Photoshop, After Effects, Adobe XD, Adobe Dimension, Blender, Unity, C/C++, C#, HTML, CSS, Javascript

## PROFESSIONAL ASSOCIATIONS & ACTIVITIES

**Facebook Product Design Summit (2019)** Chosen as 1 of the 20 participants out of 500 applicants to attend a 2-days expense paid summit by Facebook's Product Design team.

**Nonprofit Association - Crea+ (2016)** Volunteer as a workshop English teacher, mentoring kids from 6 to 9 years old in a low resourced school.

## PUBLICATIONS

Aguilar, M., & Zapata, C. (2017). **Integrating UCD and an Agile Methodology in the Development of a Mobile Catalog of Plants**. In *Advances in Ergonomics Modeling, Usability & Special Populations*. Springer

Merino, E., Zapata, C., & Aguilar, M. (July, 2017) **UCD and Agile Methodology in the Development of a Cultural Heritage Platform**. In *The International Conference of Design, User Experience, and Usability*. Springer