PAULA CARVAJAL Senior Product Designer

paucarvajalc@gmail.com | +56 9 9831 3721 | linkedin.com/in/paulacarvajalcortes | paucarvajal.com

EXPERIENCE

Senior Product Designer   Apr 2019 - Dec 2023
Evernote, Product Team, Organize

- Led the end-to-end design process for Evernote features across platforms (Home, Search, Sharing, Filtering).
- Led design and conducted research for new AI-based features to enhance note editing, searching, and filtering experiences.
- Partnered with cross-functional leaders (Design, Product, Engineering, and Growth) to design the new Evernote Home page.
- Co-led the redesign of the Global Design Language for Evernote through an evolved icons system.
- Evernote's first Product Designer in Chile: Facilitated the opening and growth of the office in Santiago, expanding to include 3 designers and over 25 engineers in the first year.

Product Manager   Dec 2018 - Apr 2019
TARS Autonomous Technology, AI Projects Team

- Researched, identified, and contacted potential partners to introduce AI-based products in the Chilean market.
- Designed corporate presentations for clients.

Senior Graphic Designer & Art Director   Jun 2011 - Nov 2018
eClass, Marketing & Communications Team

- Led design for LATAM Partner University, Microsoft & eClass training platform in Spanish for over 25,000 Microsoft Partners from Latin America and the Caribbean.
- Led design strategy and vision for eClass brand guidelines.
- Partnered with the eClass Corporate Sales team in Colombia to create and design mailing campaigns for over 25 clients, from initial briefing to hand-off to developers.
- Facilitated more than 10 product discovery sessions with teams across the company to develop new training programs. Coordinated brand sprints for CEOs and Managers.

Design Intern   May - Aug 2009
Municipality of Easter Island, Communications Team

- Created communication materials related to the institution and its cultural and sports events.
- Designed the first brand guidelines.

EDUCATION

Interaction Design Specialization
University of California San Diego
Coursera, 2021

Agile Team Facilitator
Kleer, 2018

Bachelor of Design, Major in Graphic Design
Universidad de Chile, 2011
Graduated with distinction

OTHER ACTIVITIES

+M LATAM Mentoring Program
Co-Lead, 2023-2024

Pan American Olympic Games Santiago 2023
Delegation Assistant

SKILLS

Languages
Spanish: Native
English: C1 Advanced (CEFR)

Soft skills
Curiosity, empathy, and adaptability
Cross-functional partnering with Product, Engineering, Marketing, and Analytics
Presentation and communication
Mentoring and team collaboration

Design
Concept Sketches | Storyboarding | User Research | Wireframing | User flow prototyping | Icon design | Motion design | Design systems | Style guides

Tools & Software
Figma | FigJam | Adobe Creative Cloud: Illustrator, Photoshop, After Effects | Lottie files