

Johanna Orellana

Strategist Designer · UX Researcher

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Sobre mi

Visual Communication Designer and student of the Master's Degree in Communication Design at UBA. I have been working in strategic design, human-centered design, and research through design for more than 7 years. I aim to bring an approach that connects people's needs with project objectives. Through collaborative design, I facilitate coordination and communication among all stakeholders to translate ideas into concrete solutions.

Experiencia

Interactius · UX Design & Research

Jan 2022 - Present

- Participated in the UX Research team for Bershka.com, researching behaviors and consumption patterns of Gen Z. Designed research plans and executed a variety of projects (from trend analysis to user testing). Skilled in qualitative and quantitative methods (interviews, surveys, ethnographies, diary studies).
- Collaboration for imaginBank as an experience designer and researcher. Participation in the design of the bank's app: defining information architecture, narratives, and content. User needs research; design and facilitation of ideation and co-creation workshops with internal and external stakeholders.

North Studio · UX-UI Design

Mar 2021 - Dec 2021

- Collaboration within the CaixaBankNow experience team. UX design for the bank's digital channels, including customer, consumption, and card areas. Development of qualitative research studies aimed at detecting improvement opportunities in the customer experience, planning of A/B tests, and definition and analysis of metrics.

Yoga Solo · Strategic design

Jan 2020 - Mar 2021

- Definition of the company's communication and visual strategy. Development of the mission, value, and vision of the company. Definition of OKRs and KPIs. Led the conceptualization, definition, and end-to-end development of the digital product, integrating research, ideation, decision-making, and support throughout the process.

Finding Mota · Strategic design

Feb 2019 - Mar 2022

- User experience design consultancy studio. Coordination and communication between my team and clients to progressively take ideas into production. Services offered included: UX Branding, UX Research, UI design, audits, and facilitation of collaborative design sessions. Some clients we worked with: Intel, L'Oréal, and Cencosud.

Mercado Libre • UX Design

Jul 2017 - Feb 2019

- Member of the User Experience team as a designer and UX analyst, working at the intersection of design and research. Participated in projects aimed at improving and optimizing the quality of the products published on the platform.

Educación académica

University of Buenos Aires - FADU

2025 - Present

Master's Degree in Communication Design

Autonomous University of Barcelona

2024

Specialization in Social Anthropology

National Technological University

2019

Diploma in Web Usability and Accessibility

National University of La Plata - FDA

2011 - 2018

Bachelor's Degree in Visual Communication Design

Cursos

This is doing

2022

Facilitation Fundamentals for Co-creation

K-School

2022

Data Driven Design

Neovantas

2022

Behavioral Economics

Prevent Foundation

2021

Accessibility for UX Labs

Universidad Nacional de La Plata

2017

User Experience Seminar

Globant

2016

Training in Digital Products
