



Paola Nunez Bonilla

UX Designer

CONTACT ME

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EDUCATION



AALBORG UNIVERSITET

MSc in Information Technology
Aalborg University,
Aalborg, Denmark
2019- 2021



Bachelor Degree in Communications
Universidad Anahuac,
Mexico City, Mexico
2004 – 2009

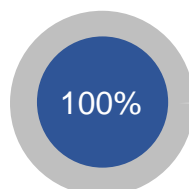
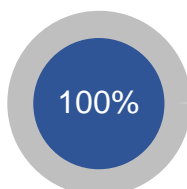


Exchange Program During Bachelor Degree
Universidad Francisco de Vitoria,
Madrid, Spain
2008

LANGUAGES

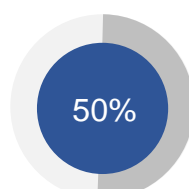
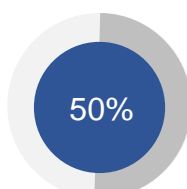
English

Spanish



Danish

French



1 About Me

I am a UX designer with strong responsibility and drive to design to solve digital challenges and improve lives. As a UX Designer, I am a “people-person” with a strong ability to understand users’ needs and visualize their pain points. I understand functional business requirements and technical specifications and translate business needs and customer research into compelling user experiences.

After six years in the marketing field, where I worked across diverse industries developing marketing campaigns, customer acquisition, sponsorships, and retention strategies I wanted to focus less on the company’s bottom line and more on the user, and it felt natural to move into User Experience Design. By incorporating my marketing specialty, my creativity, and problem solving thinking, my mission is to build memorable product experiences.

2 Core Competencies as UX Designer

- **USER RESEARCH:** Qualitative research (ethnography, contextual research, interviews, cultural probes, participatory design, focus groups, card sorting). Quantitative research: Surveys.
- **USER DESIGN:** Concept Design, Site mapping, Wireframing, Prototyping.
- **USER TESTING:** Moderated usability testing, remote testing, think aloud, A/B Testing.
- **USABILITY AND ACCESSIBILITY HEURISTIC AUDITS**
- **METHODOLOGIES:** Agile, Design Thinking
- **TECHNOLOGIES:** Blockchain, ML, AI and Conversational AI.
- **OTHERS:** B2B Strategies, Benchmarking, Identify Business Opportunities, Customers Insights, sales, follow up to projects and customers.

3 Career Highlights as UX Designer during my Master’s Degree

2019- 2021, Master’s Degree In Information Technology, Aalborg Unviersity, Aalborg, Denmark.

During the four semesters of my Master's Degree at Aalborg University, I collaborated as a UX Designer in projects for large companies such as **Danfoss** (9 months) from the Head Office in Sønderborg, Denmark and **NTT Data** a consulting firm from the Office in Aalborg, Denmark.

For Danfoss I developed a project called initially “Employee Experience in Digital Tools”. As a second part of the project, I designed “Danfoss Academy”. During this time I conducted in depth user research, using qualitative and quantitative methods, while doing workshops with stakeholders to find more insights.

UX/ UI Junior Professional
NTT Data
Copenhagen, Denmark

Aug 2020 - Sep 2021 (1 years 1 month)
Multinational Technology consulting firm.

During my time in NTT Data I was responsible for designing for User Experience. I worked closely with directors and stakeholders to understand business objectives, determine project goals, and define a strategic design direction. I designed with Artificial Intelligence and Conversational AI. I collaborated on projects for customers such as Epinion, Hempel, Børns Vilkår, among others.

Key participation in:

1. Facilitating design thinking processes with the broader project team to unearth user pain-points, opportunities, and the ideal journey.
2. Workshops facilitator for NTT Data’s clients.
3. Conducting both qualitative and quantitative user research to inform design development efforts uncovering insights that gained a broader market reach of the product than expected initially.
4. UX research and design for “The AI Learning Helper” project, from NTT DATA. This project is finalists in **The Index Awards 2021**. <https://theindexproject.org/award/winnersandfinalists/ai-learning-helper>



PRODUCTIVITY

Microsoft Office

Axure RP

Adobe XD

Sketch

Figma

IBM SPSS

Nvivo

ELAN

Adobe Illustrator

Adobe Draw

Procreate

Miro

Buffer

Salesforce

Marketo

Among others

SOCIAL SERVICE & VOLUNTEERING

FAO

**Food and Agriculture Organization of the United Nations
Communication Assistant
Social Service (6 months)
2008**

<http://www.fao.org/mexico/en/>

WOBI

**Communication & PR Assistant
During Events
2008- 2014**

<https://www.wobi.com/>

**Indie Rocks Columnist
Volunteer
2010- 2013**

<https://www.indierocks.mx/>

INTERNATIONAL EXPERIENCES

Exchange Programs:

Pittsburgh, Pennsylvania; 5th grade

Moissac & Nangis, France; 6th grade

Rome, Italy; 8th grade

Giurgiu, Romania; 9th grade

Copenhagen, Denmark; 9th grade

Madrid, Spain 7th & 8th semester of my BA

Living in Denmark since 2017

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Professional Accomplishments in my Sales & Marketing Background

Annual revenue growth of 20- 25% through the creation, development, and implementation of B2B strategies based on the development of Buyer Personas and their lifecycle stages for Ocesa's five Key Accounts, e.g, Coca- Cola, Corona, Sol, Citygroup, and Telmex. Ocesa still works using these concepts in its current strategies. (Ocesa)



Increased customer conversion rate over 11% during a brand awareness campaign nationwide for Estee Lauder. (ifahto)

ESTÉE LAUDER

Helped orchestrate three large contracts with new clients for Advisory as a (Lines of Business) and Cybersecurity from the Banking and Retail industry, contributing to a 5% year- over- year profit increase 2017. (PwC)

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Previous Work Experience

PwC Marketing Coordinator (2014-2017)

Mexico City

Consulting Firm

<https://www.pwc.com/mx>



During my time in PwC, I was responsible for planning, executing, and evaluating campaigns, partnerships, and sponsorships and for ensuring alignment across PwC channels. I was responsible for developing and implementing B2B marketing strategies across clients from diverse industries, e.g., retail, automotive, banking, healthcare, among others, during their entire lifecycle. I also had the opportunity to develop sponsorship strategies, ROI analysis, plan workshops with clients, create presentations and visual materials to communicate ideas. I managed more than 70 events per year (private events, trade fairs, and sponsored events).

ifahto

Accounts Executive / Sales & Marketing (2013-2014)

Mexico City

Marketing Agency

<http://ifahto.com>



During my time in ifahto, I was responsible for developing sales and marketing strategies to meet sales goals' successful competition. Two of the projects I enjoyed the most were the concept development and coordination of Estee Lauder activations and campaigns and the BMW i8 concept creation and campaign launch. Working with a Design Thinking approach, we developed successful projects that gained trust and loyalty from our customers and long-term relationships. I won most of my projects through pitching for national and international companies such as BMW, Toyota, Adidas, McDonald's, Hasbro, and others.

OCESA

Marketing Coordinator (2010-2013)

Mexico City

Entertainment Company (3th biggest entertainment company globally after Live Nation)

<http://www.ocesa.com.mx/>



While working in CIE- OCESA I was responsible for creating, developing, implementing, and following- up B2B marketing strategies for Ocesa's Concerts and Festivals. Some of the responsibilities I enjoyed the most were developing buyer personas and identifying their life cycle stages to create engaging strategies between Ocesa's five key accounts and their audiences. I also developed property concepts for Coca-Cola and Corona, such as Coca- Cola Sessions, Corona Sunsets, Corona Capital, and many others. In Ocesa, I also had the opportunity to create B2B and B2C strategies, according to artist's guidelines, for companies such as AT&T, American Express, MAC (makeup brand), P&G, and many others.