Karin de oliveira

Digital Product Designer

karin.deoliveira@kdo1.com •  305.775.9875 • [www.kdo1.com](http://www.kdo1.com) • Miami, FL

JOB OBJECTIVE:

Digital Product Designer, supporting companies in the creation of amazing user experiences.

EXPERIENCE:

Feb. 2018 to current

Senior Digital Product Designer | Xennial Digital Agency

Creative lead for a strategic set of enterprise-level digital solutions, such as UI/UX, mobile
and mobile-first web design, as well as digital strategy.

• Interface creation for experiences on XR (VR/AR/MR) for enterprise, educational

 solutions and travel experiences, creating high level of conversion.

• Successfully launched a diverse set of educational mobile websites for high-end education,
 transforming student’s experiences and positive conversion for University of Rosario-Colombia

• Managed multiple projects effectively in a demanding environment with tight deadlines,
 for faster and effective early testing–Celebrity Cruiselines, Alumni Direct among others.

Sep. 2017 to May 2018 (Temporary contract for special project)

Senior UI-UX Creative | Adobe

Supporting in special project Creating concept and user experience for a US Army educational
product; AKO (Army Knowledge Online). Researching, gathering and evaluating user requirements,
validating usability with product managers and engineers. Creating and designing new graphic
interface elements. Enhancing user satisfaction by improving the usability and accessibility
provided in the interaction with the product.

• Lead the creative design and development of the digital site, transforming the user experience.

• Successfully delivered initial operational concept with successful revamp of the product and
 generating positive retention .

Mar. 2008 - Jan. 2018

**Senior Digital Art Director / UI/UX** **| J. Walter Thompson (Casa Miami / Mirum Miami)**

Creative lead for the development of rich media advertising campaigns (digital & mobile)
for diverse top brand clients. Developed complete mobile apps with Mobile No-Code-
Development in a fast paced environment.

• Art-directed visual campaigns for Royal Caribbean Cruise-lines with high level of conversion.

• Led group trainings for Adobe Digital Publishing Suite plus the creation and development of
 internal Training Apps.

• Developed rich media for digital and mobile advertising campaigns for Celebrity Cruise Lines,

 Adobe, Apple Latin America, Sony Latin America, US Army and others top brands.

• Creator of digital Solutions for Baptist Hospital & Boys and Girls Club, that converted in
 Award winner interfaces.

Jan. 2005 - Jan. 2008

**Art Director/Graphic Designer** **| Publicis/Bromley Communications**

Oversaw creative development of TV, print, promotion and radio for the US Hispanic Market for
Burger King, BMW, BellSouth, AT&T, Babies”R”Us and Astra Zeneca Pharmaceuticals and others.

• Concept and design of a successful campaign for the US Hispanic launch of the BMW 3 series,
 “Speak Fluently”.

• Conceptualized and developed an Award winning TV commercial for Burger King, “Whopper”.

EDUCATION:

2018 | Product School – New York City |Product Management Certificate (PMC)

2011 | University of Arts of London, UK | Art Direction & Photography

2000 - 2002 | TEC – Miami | Digital Publishing and Web Designer

IPP-Instituto Peruano de Publicidad – Lima, Peru | Bachelor of Arts in Graphic Design and Advertising

AWARDS AND RECOGNITIONS:

* 2017: Creator and founder of the children’s book *Mi Pequeña Cenicienta.*
* 2014/2015: Recognition for Best Foundation Website “Baptist Health South Florida
Cancer Foundation Fellow”.
* 2014: Best Corporate Partnership for Boys & Girls Club App | Non Profit PR Award.
* 2011: “Art Takes Times Square by Artist Wanted” Award Winner Photographer.
* 2008: Addy Award for Burger King TV Commercial "Whopper" ·
* 2007: Urban Wheels Award for BMW “Speak Fluently”, Ad.

LANGUAGES:
Fluent in Spanish and English.