



Paola Serna

UI/UX DESIGNER SR

Medellín, Colombia

Born on June 8.1993



Hi! I'm Paola - a UI/UX designer based in Colombia. I have almost 8 years of experience working on creating memorable digital experiences.

Combining research, strategy and visual best practices to create distinct impactful digital experiences.

☎ (+57) 310 428 98 45

✉ paolaserna.dv@gmail.com

🌐 www.paosernap.com

🌐 www.linkedin.com/in/paosernap

Work Experience

UX / UI Designer sr. (Dec 2022 - Current)
Newton Vision Corp
Info: Human Resources - 322 600 7451

UX / UI Designer sr. (Feb 2021 - Dec 2022)
Genius Sports
Info: Human Resources - 604 590 6099

Graphic Designer (Jun 2020 - Dec 2020)
MinTIC | Transformacion digital para todos
Info: Adriana Molano - 311558 4329

Head of UX (Jun 2019 - Jul 2020)
Celerik | ID Link S.A.S
Info: Juan Carlos Ramirez - 300 377 6056

Web & Graphic Designer (Jun 2016 - Jul 2019)
Paradigma Solutions
Info: Felipe Vallejo - 300 377 9932

Web & Graphic Designer (Jun 2015 - Jul 2016)
Simbolo interactivo
Info: Juan Fernando Saldarriaga - 300 3443 4914

Education

Service Design:
How to design integrated experiences (In progress)
Interaction Design Foundation

Conducting Usability Testing (Oct 2022)
Interaction Design Foundation

Intensive English (Feb - Jun 2018)
Genius Sports
Info: Human Resources - 604 590 6099

Bachelor of Visual Design (2010 - 2015)
Universidad de Caldas

Skills
Illustrator HTML
Photoshop CSS/SaSS
Invision

Figma
Adobe XD
Sketch
English | Upper intermediate level

Languages

Spanish | Native

Work references

Oscar García | Mulesoft developer Sr.
Info: 314 642 7388