DIANA GALINDO
DIGITAL PRODUCT DESIGNER

London, United Kingdom
(+44) 07398533219
dianamilena24@gmail.com • [LinkedIn](#) • [GitHub](#)

SUMMARY
Driven digital product designer with a degree in Creative Computing and 3+ years of industry experience in web design, frontend development, interaction design, and user-centred design; focusing on creating intuitive digital experiences that deliver impactful solutions while aligning with customer needs and business objectives. Expertise spans user research, information architecture, user flow design, interface design, and web technologies.

CORE SKILLS

- Web: JavaScript, HTML5, CSS
- Programming: Python, TensorFlow, Keras, React Native (TypeScript)
- Research Development
- Product Development
- User Experience (UX) research methodologies
- Prototyping tools: Figma
- Responsive design
- Desktop and mobile UI design
- Design systems
- Data-driven decision making
- Collaboration: Miro
- Public speaking
- Ideation and brainstorming strategies

PROFESSIONAL EXPERIENCE

Creative Computing Institute, London, United Kingdom
Creative Computing Ambassador   September 2021 – July 2024
- Developed and delivered presentations to offer-holders and new students, sharing insights on course structure, benefits, and available resources, which fostered engagement and increased course applications by 20%.
- Orchestrated the setup and delivery for five major university events; resolving technical issues with equipment and presenter's work while ensuring a smooth transition between activities, and enhancing audience engagement.

Creative Computing Course Representative Year 3   September 2023 – July 2024
- Attended Course Committees and Student & Dean Forums to present feedback and raise any concerns expressed by the students, which resulted in 3 major changes to the course structure for 2024.
- Collected and analysed over 20 pieces of student feedback each semester to identify key issues, resulting in improved course satisfaction ratings by enhancing communication channels between students and faculty.
- Established a dedicated Creative Computing communication channel among year groups, enhancing clarity of student feedback and reducing conflicting input to ensure accurate representation of 80+ student needs across the program.

Superdrug, London, United Kingdom   March 2018 – September 2021
Junior Web Designer
- Led and implemented end-to-end design of seasonal campaigns, including Black Friday and Halloween, resulting in a 35% increase in user engagement on Superdrug.com through innovative, responsive web designs tailored to audience preferences.

- Collaborated weekly with the trading team, UX design manager, and engineers to identify optimisation opportunities, evaluate user journey ROI, implement AB tests, and coordinate customer panels, driving enhancements across the website and app.
- Completed targeted AB tests across web platforms focusing on personalised content strategies; achieved a notable increase in click-through rate by 15%, ultimately driving high customer transactions and resulting in the integration of personalisation software.
- Spearheaded the Corporate Social Responsibility project, enhancing online visibility of societal contributions through strategic coordination with cross-functional teams and launching four impactful landing pages in line with marketing goals.
- Executed strategic monthly promotional updates for the company's website in partnership with the trading team ; developed compelling brand materials while refining content management processes that led to increased user traction scores.
- Functioned as the primary liaison for cross-functional teams, coordinating efforts between engineers and product managers to assess the scope and feasibility of new user-focused features.

EDUCATION

UNIVERSITY OF THE ARTS LONDON, London, United Kingdom   July 2024
BSc Creative Computing, First Class Honours
Thesis: Smartphone object detection for marine debris monitoring: A citizen science approach.

HIGHFIELD, London, United Kingdom   March 2018
Business Administration Apprenticeship L2, Distinction

AWARDS & ACHIEVEMENTS

- **Extended Interface Award** (July 2024), Creative Computing Institute Summer Festival
  Awarded for exploring novel forms of interface and interaction that expand how people mediate, manipulate or engage with computational systems.
- **Student Representative of the Year for Camberwell, Chelsea, Wimbledon and the Creative Computing Institute.** (July 2024), Arts Students' Union
  Recognised by the university community for making a positive difference in the UAL experience.
- **MakeCode Game Jam – 3rd place.** (October 2022), Microsoft Created a short game using MakeCode over the course of three days, fitting the theme of "personal needs" and presenting to a judge panel.

LANGUAGES & INTERESTS

- English (Fluent), Spanish (Native)
- Interested in: Generative AI, Hackathons, Theatre, Gallery Exhibitions, Emergent technologies, Languages and Outdoor Activities.