



KARLA VARELA

PRODUCT DESIGNER

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PROFILE

Obsessed with innovative functional designs, as a multi-disciplinary product designer I aspire to attain a role where I can propel myself into an empowered lead creative expert.

EXPERIENCE

Freelancer

Product Designer | March 2018- Present

Created VR assets for Pricewaterhouse Cooper's (PWC) conference experience.

Developed Branding for CampFyre, Fix&Go, DuboVision, Growth Factors, and others

The AGD Group

Designer | Nov. 2018-Jan2020

Responsible for the visual and user interface design for the mobile app RealityCheck.Fit.

Contributed in the developmental process from concept sketches to production as I worked closely with product managers and engineers to get features developed and launched.

Worked closely with the creative director for the redesign of OMNI Robotic's user interface for their total knee replacement application that aids surgeons.

Supported the production of advertising components for Stanford's Continuing Studies editorial and digital ads.

Created interactive PDF designs for California Document Preparers. As well as marketing material for promotional items.

Zeality

Intern-Jr. Designer | Aug. 2016- Feb. 2018

Specialized in creating assets for VR Apps & desktop apps for The Giants, Sharks, 49ers, and Deutsche Telekom(Tmobile). Worked on developing story boards, and owned the digital animations for Zeality's marketing video. Created digital ads and email blasts for promotional VR campaigns for repective brands (Giants/Sharks/49ers/DT & Zeality).

Developed iconography, and design systems for Zeality's Brand. Worked with developers to implement strategies that ensure technical success

SKILLS

UX/ UI Design

Wireframing

User Flows

Motion Graphics

UX Research

HTML/ CSS

Story Boarding

Branding

TOOLS



SCHOOL

Academy of Art University- BA of Web & New Media