

# ELIANA ALBA

designer

## PROFILE

Eliana is a curious life-long learner focused on exploring the interactions between entrepreneurship, technology and design to solve complex social problems.

Rooted from her experience growing in the Dominican Republic she is passionate to understand how the brain learns, how we change habits, break realities, balance information asymmetries and maximize potentials regardless of socioeconomic backgrounds.

A designer at heart she has combined this with her interdisciplinary studies to design experiences that enhance learning

## CONTACT

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## EDUCATION

**MARKETING, BBA - FOCUS IN SOCIAL ENTREPRENEURSHIP AND DIGITAL MARKETING**

**Florida International University – Magna Cum Laude**  
2013 - 2017

## WORK EXPERIENCE

### ORGANIZATIONAL DEVELOPMENT COORDINATOR

*Lunacon Construction / Miami, FL / Feb 2018 – Jul 2018*

Brought into company to advise CEO and help implement efficient processes in order to scale.

- Created standard operating procedures for various departments.
- Designed strategy to increase employee engagement based on feedback from employee survey.
- Implemented Lean and agile methodologies for fast feedback loops and daily accountability.
- Redesigned entire HR workflow.
- Company closed \$10M in deals in 2<sup>nd</sup> quarter, when it had closed at \$15M the previous year.

### PROGRAM COORDINATOR

*StartUP FIU / Miami, FL / Aug 2017 – Feb 2018*

In charge of designing programs to promote innovation on campus.

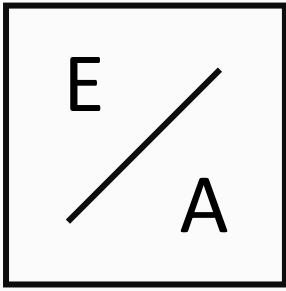
- Designed incubator to help individuals go from idea to prototype.
- Worked with Google to design and promote two courses focused on 21<sup>st</sup> Century Skills – both courses reached capacity.
- Trained faculty members on market opportunities and devised feasibility studies to help with tech transfer and commercialization of research.
- Provided mentorship for companies in the startup accelerator and prepared them to pitch to investors.
- Designed and led design thinking workshops for groups of over 300 freshmen

### INNOVATION INSTRUCTOR

*FIU Honors College / Miami, FL / Aug 2017 – Feb 2018*

Designed and led freshman course on innovation and social entrepreneurship.

- Guided student teams through human-centered design in order to compete in Hult. One team reached regionals, and is now a formalized company where I serve as advisor.
- Provided training and mentorship to Hult Prize teams university wide, leading another team to regionals.
- Trained first-year faculty on principles of design thinking and introduced Hult Prize across the Honors College.
- Piloted a mentorship program for first-year students.



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## AWARDS

### PUBLISHED AUTHOR

Medium's largest entrepreneurship publication "The Startup" 2018

### PUBLISHED AUTHOR

Code Like a Girl 2018

### ICHANGE FIU FINALIST

Ashoka 2018

### BUSINESS PLAN WINNER

Miami Herald 2017

### BEST DESIGN

MangoHacks FIU 2017

## SOCIAL

[Linkedin.com/in/elianaalba/](https://www.linkedin.com/in/elianaalba/)  
[Medium.com/elianaalbar/](https://medium.com/elianaalbar/)  
[Twitter.com/elianaalbar/](https://twitter.com/elianaalbar/)

## PROJECTS

### FOUNDER & LEAD DESIGNER

*Quiipu / Lima, Peru / Aug 2018 - Present*

Designed and executed two design sprints based on IDEO's human-centered design methodology to research and prototype solutions to help high school students in Lima's informal settlements to learn to create value in the 21<sup>st</sup> Century. Prototyped learning experiences through digital skills workshops and led design thinking workshop for teachers to solve their most pressing problems. Currently working on platform to further support teachers.

### CO-FOUNDER & LEAD DESIGNER

*Bridgit / Miami, FL / Aug 2017 – May 2018*

Designed app to reduce food waste on campus by connecting excess food at restaurants and events with hungry and sometimes homeless students. App is now used by FIU. Led strategic roadmap, market research, customer acquisition initiatives and UI/UX design for both mobile app and website.

### DIGITAL MARKETING FREELANCER

*LeadStag Design Lab / Miami, FL / Sept 2015 – Present*

Work with local and international companies to redesign their brands, produce compelling copy and develop websites, marketing campaigns and graphics.

## EXPERTISE

Instructional Design



Design Thinking



Branding



Marketing Strategy



Graphic Design



Web Design



Startup Strategy



Content Management



## SKILLS

Adobe Illustrator



WordPress



Adobe InDesign



Adobe Photoshop



Microsoft Suite



Sketch

