



ELIANA ALBA

designer

PROFILE

Eliana is an experience designer with a focus on education and learning using an interdisciplinary approach to designing experiences that will influence behavior positively and effectively.

EDUCATION

MARKETING, BBA –
SOCIAL ENTREPRENEURSHIP
+ DIGITAL MARKETING
Florida International
University
Magna Cum Laude
2013 - 2017

SKILLS

Experience Design
Design Thinking
Project Management
Web Design
Graphic Design
Marketing Strategy
Content Management

CONTACT

P : +1 (305)297-9377
E : ealbarui@gmail.com
W : www.elianaalba.com

WORK EXPERIENCE

LEARNING EXPERIENCE DESIGNER

Minds of Tomorrow Studios / Miami, FL / Aug 2019 – Feb 2020

- Designed “conscious design” curriculum for middle school students using narrative-based and project-based learning exposing students to digital design tools, design processes and social innovation principles.
- Created learning philosophy, frameworks and course structures for creative studios and drafted methodology for future curriculum designers.

ORGANIZATIONAL DEVELOPMENT COORDINATOR

Lunacon Construction Group / Miami, FL / Feb 2018 – July 2018

- Served as advisor to CEO on organizational efficiency, learning roadmaps for employees and process standardization to help company scale helping to close \$10M in deals in Q2 vs \$15M in entirety of previous year.
- Led interdepartmental value mapping sessions to identify company’s biggest friction points and information obstructions.
- Story mapped internal user experiences to redesign HR department

PROGRAM COORDINATOR

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

- Designed incubator curriculum to help students go from idea to prototype.
- Partnered with Google to design and promote two courses focused on 21st Century Skills – both courses reached maximum capacity.
- Trained faculty members on tech transfer opportunities.
- Led freshman course on design and innovation, resulting in a finalist team for social entrepreneurship competition in San Francisco.
- Designed and led design thinking workshops for over 600 students.

FREELANCE DESIGNER

Miami, FL / 2015 - Present

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

PROJECTS

LEAD DESIGNER

Quiipu / Lima, Peru / Late 2018 - Present

Led, organized and executed design research sprints low income high schools. Designed game-based experiences for students to learn digital design tools. Implemented design thinking workshop for teachers. Developing course for teachers on Designing for Creative Learning in partnership with educational neuroscience lab.

CO-FOUNDER

Bridgit / Miami, FL / Aug 2017 - Apr 2018

Led strategic roadmap, market research, customer acquisition initiatives and UX/UI design for app to reduce food waste on campus adopted by FIU.