

# Denisse Loa

Industrial Designer | Creative Strategist | Customer Experience Specialist

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## Experience

### Freelance

(December /1 / 2013 – Current)

Some clients:

- **POPCORN** (MELBOURNE)– Concept developer and 3D modelling.
- **ACD** – Created and developed brand identity and webpage. <https://acd-administracion.com/>
- **Inventiva** –Brand identity development [www.facebook.com/inventiva.com.mx/](http://www.facebook.com/inventiva.com.mx/)
- **TAO** Real Estate: Designed brand identity.

### Customer service in the hospitality industry

(July / 20 / 2018 – Actual)

#### **Melbourne**

Engaging with customers, multitasking, being attentive to details, responding to inquiries

### Social Media Marketing Intern

(Oct /1/ 2020 – Dec /1/ 2020)

#### **AWP Creative Media**

Conducting benchmarking and trend research.  
Communication and engagement on social media platforms.

### Account Leader Coca-Cola Mexico

(July /1/ 2017 – July /5/ 2018)

#### **FEMSA- IMBERA - Mexico**

One of the world's leading commercial refrigeration manufacturers.

Lead a team of two product designers.

- Managed project workflow, budgets, timeframes, deadlines, and results.
- Analyzed the market and identified consumer insights.
- Coordinated with project stakeholders to ensure that priorities and timing were aligned.
- Collaborated closely with clients from the creative briefing through the development of the functional prototype.
- Coordinate product testing.

**Achievements:** Identification of a new point of sale  
Improved cross-team collaboration by establishing new communication channels.

## Education

### UX Experience

(Feb 2022-Current)

**Google Creative Campus**

### Advance business diploma

(Nov 2020- Nov 2021)

**Insight Academy**

Melbourne

### Business Diploma

(2019-2020)

**Insight Academy**

Melbourne

### Neuroselling workshop

**Jurgen Klaric - Mexico**

American neuromarketing researcher

### Bachelor degree Industrial Designer

**ITESM - Mexico**

One of the most prestigious universities in Latin America.

### Industrial designer exchange in Madrid

Alfonso X El Sabio-Madrid

## Experience

### Product Designer

(Oct /1/ 2015 – July /1/ 2017)

#### **FEMSA-IMBERA – Mexico**

Responsible for managing and executing the entire design process, from briefing the project to building a functional prototype.

- This includes the structure and appearance of refrigerators for a variety of clients.
- Identifying clients' needs.
- Market analysis and consumer insights.
- Developed sketches, 3D models, and rendered proposals.
- Prepared pre-engineering drawings, organized samples for functional prototypes and assembled them.

**Achievements:** Developed a point of sale and increased sales of snacks and dairy products for two major Mexican brands, Nutrideli and Marinela. Successfully completed the bidding process for Corona Mexico. Contributed to the reduction of internal expenses by 20% through collaboration with project stakeholders.

### Industrial Designer

(Feb /16/ 2015 – Sep /30/ 2015)

#### **CONCEPTOS TI – Mexico**

- Evaluation, user insights, prototyping (low fidelity and high fidelity), and usability testing.
- Responsible for the daily design content.
- Participated in scrum meetings.
- Provided customer service throughout the project and afterwards.
- Improved the user experience for a government (INEE) platform.

### Industrial Designer

(Feb /3/ 2014 – Feb /3/ 2015)

#### **Contrapeso - Mexico**

- Dedicated to designing and manufacturing furniture.
- Meetings with clients were conducted, furniture designs were developed in accordance with client requirements.
- The majority of the furniture was designed in wood.
- The development of a product catalogue as well as a website.
- Increased market participation through a boost in corporate image.

## Volunteer

### **Sunbook**

(Melbourne 2020)

Editing photographs

### **Refuge of hope**

(Melbourne 2019)

Support around given away food.

### **Zambrero**

(Melbourne 2019)

Packing food

### **Relay for life**

(Melbourne 2018)

Customer service.

### **Bilingual speaker**

(Spanish - English).

## Tools

Microsoft office

Adobe XD

Photoshop

InDesign

Illustrator

Autocad,

Creo Parametric

Solidworks,

Keyshot

Hypershot

Prototyping.

### **Entry level**

Wordpress,

Elementor

Affter effects

SAP