

Denisse Loa

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Professional Profile

The reason I became a designer was to make a positive impact on people's lives and allow them to enjoy their surroundings.

Had the opportunity to worked with Coca-Cola, Corona, and a few dairy brands including Lala, Nutrileche, and Fud. From concept development, 3D modelling, technical drawings, quick prototypes, communication with customers and suppliers, samples request and assembly of functional prototypes.

Since I have worked in this industry for over 4.5 years, I have decided to further my career and explore cultures and diversity, which is why I have decided to move to Australia.

Working in Australia and with my previous experience in Mexico, has given me a deeper understanding of the importance of understanding the customer's needs and experience, which can have a significant impact on the design process.

Currently, I am seeking a position in Australia that will challenge me.

Key Skills

Analytical skills	Capability of analysing situations and making decisions based on the factors involved. Got experience in different areas, from product cycle to user experience.
Time Management	Achievement of deadlines, management of teams in order to have a smoother workflow.
Adaptability	Adapting to new situations easily and changing my actions as needed. Capable of learning new dynamics in a short period to perform better.
Research and Market Awareness.	Detailed examination of the market's requirements and potential areas for improvement.
Autodidact	Throughout my career, I have always been interested in learning new skills that can help me in my daily life, such as constructing websites from scratch or studying different methods for printing on different surfaces.
Interpersonal Skills	Working with big brands and with people with different levels of authority has led me to develop my reliability, openness to feedback, active listening skills, and a strong work ethic, enhancing my emotional intelligence.

Career Highlights

- **Freelance**, Australia – Popcorn, Brand and concept development.
- **Manager assistant** – Costumer service at Parliament house, Melbourne Cup, Grand Prix, Adelaide 500.
- **Femsa-Imbera, Mexico** – Account Leader Coca Cola, Team leader and design cycle from concept to functional prototype.
- **Conceptos Ti, Mexico** – Product designer, Design cycle from concept to functional prototype.
- **Contrapeso, Mexico** – Assistant Designer, Technical drawings and production assistant.

Career History

**Dec 2013
Current**

Denisse Loa Design

Developing the brand identities and concept development from different companies.

Freelance designer

Key Responsibilities

- ACD – Concept and brand development.
- POPCORN (MELBOURNE)– Concept developer and 3D modelling.
- Inventiva –Brand identity development www.facebook.com/inventiva.com.mx/
- TAO Real Estate: Designed brand identity.

**July 2020
Current**

Manager assistant

Being able to be part of the big events Australia such as Melbourne Cup, Grand Prix, MCG, Adelaide 500 and worked at Parliament.

Key Responsibilities

- Achieving the day's deadline through effective time management.
- Inventory control.
- Interacting with people of different authority levels.

Key Achievements

- Timelines achievement and customer satisfaction.

**July 2017
July 2018**

FEMSA – IMBERA

One of the world's leading commercial refrigeration manufacturers.

Coca-Cola account leader.

Key Responsibilities

- Team leader.
- Analyse market needs and opportunities for improvement.
- Coordinate and managed priorities and projects timelines with stakeholders.
- Budgets distribution.
- Collaborated closely with clients from the creative briefing to the functional prototype.
- Product testing coordination.

Key Achievements

- The establishment of a new point of sale.
- Implemented new communication channels to improve cross-team collaboration.
- Recover unfinished projects from previous management.

**July 2015
July 2017**

Femsa - Imbera Jr. Designer

Key Responsibilities

- Development of structure and appearance of refrigerators for a different of clients.
- Identifying new markets and consumer insights.
- Development of technical draws, and renders.
- Samples organisation.
- Coordinating the assembly and testing of functional prototypes.

Key Achievements

- Establishing a point of sale for two major Mexican brands, Nutrideli and Marinela, and increasing sales of snacks and dairy products.
- Corona Mexico awarded us the bid after a competitive bidding process.
- Through collaboration with project stakeholders, we were able to reduce internal expenses by 20%.

Feb 2015
Oct 2015

CONCEPTOS TI

Web development company designer

User Experience Designer

Key Responsibilities

- Develop wireframes and flowcharts for different customer journeys.
- Evaluation, user insights, prototyping (low-fi and high-fi), and usability testing.
- Responsible for the daily design content.
- Participated in scrums.
- Provided customer service throughout the project and afterwards.

Key Achievements

- Improved the user experience for a government (INEE) platform.

Feb 2015
Feb 2014

Contrapeso

Furniture design and manufacturer

Designer assistant

Key Responsibilities

- Meetings with clients for briefing and concept development.
- Furniture design in accordance with client requirements.
- Technical drawings and 3D modelling.
- Manufacture assistant.
- Catalogue design as well as their website.

Key Achievements

- Increased market participation through a boost in corporate image.

Qualifications

- Bachelor's degree, Industrial Design, ITESM, Mexico (2013)
- UX Experience, Google Creative Campus – (2022)
- Advanced Business Diploma, Insight Academy, Melbourne (2021)
- Business Diploma, Insight Academy, Melbourne (2020)

Professional Development

- Neuroselling workshop (2017)
- Industrial design exchange, Madrid (2013)

Referees

Available on request.