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eindhoven, Netherlands

Camila Mosso
UX/SERVICE DESIGNER

PROFILE

Hello! I am Camila, a dedicated professional with a knack for transforming ideas into tangible, user-centered solutions. With 3 years of experience in Service and UX design, my journey has been a colorful blend of empowering cultural institutions, and enhancing educational experiences.

SKILLS

- Design Thinking
- Figma
- Html & CSS
- Rapid Prototyping
- 3D modeling

SOFT SKILLS

- Workshop facilitation
- Journey Mapping
- Stakeholder Management
- Problem Solving
- Continuous learning
- Detail Oriented
- Collaboration
- Clear Communication

LANGUAGES

Spanish
Native

English
Fluent

Dutch
B1

PERSONAL INTERESTS

EXPERIENCE

UX / Service Designer
Winc Academy 2022-Present

- Transformed the student experience: Increased attendance and reduced support workload through in-depth analytics, streamlined feedback systems, and improved live lesson interactions.
- Implemented innovative solutions: Integrated Vimeo, Zoom and HubSpot, into the learning management system (LMS), optimizing communication channels and mentor workflows.
- Fostered user-centric culture: Raised awareness of diverse student needs, conducted persona workshops, and centralized feedback, aligning services with individual learning goals.

Service Designer and Co-Founder
Ask your Audience 2021-2022

- Developed tailored workshop methodologies, equipping cultural institutions with audience-centered experiences and refining value propositions to suit diverse client contexts.
- Guided institutions in the search for information about their visitors, using design thinking principles to improve workshop methodologies tailored to the specific needs of cultural institutions.

UX / Service Designer Internship
Nederlandse Dansdagen 2019

- Organized a design sprint, defining user needs and conceptualizing the DansMuseum experience.
- Contributed to a reflective literature and activities book, encouraging readers to reflect upon the difficulties of registering movement for archive purposes.

EDUCATION

MA Arts and Heritage: Policies, Management and Education
Maastricht University 2016-2020 | 45 ECTS

- Focused in using the design process to enhance empathy in museum visitors.
- I combined my service design expertise with educational theories and marketing strategies, gaining a holistic understanding of visitor engagement.
- I created educational programs for museums, formulated marketing strategies, and provided insights on cultural policies, enriching my skills and knowledge.

MSc Industrial Design
Eindhoven University of Technology 2014-2016 | 30 ECTS

- Conducted research on travel information clarity for NS International app users.
- Collaborated on interactive installations with Jiangnan University students in China.
- Explored subjects like Sensors for Wellbeing and Intercultural Markers in design.
- Withdrew to pursue a professional focus on services as educational experiences in Maastricht.

BSc Industrial Design
Eindhoven University of Technology 2011-2014

- Explored my designer identity, delving into technology, craftsmanship, and sensory experiences.
- Dived into the profound impact of technology on experiences, emphasizing the future of craftsmanship in the digital age.
- Explored emotional connections in products and services, fostering a deep understanding of user engagement.
- Specialized in digital design and sensory experiences, embracing a holistic approach to design challenges.

REVIEWS

In October 2023 I sent a survey to my coworkers to understand how other people saw my role within the company.
Here are some of the comments I received:

HOW WOULD YOU DESCRIBE MY ROLE AT WINC?

"Process person, meets UX savior, meets platform manager and student perspective advocate (bridging between education and other departments and always taking lead in projects from student perspective that were not directly course dev)"

"In my eyes you are the person who rules Learnamp* and who makes sure things run smooth there. You also take care of a lot of student-related issues and assure their journey is smooth."

WHAT WOULD YOU SAY ARE MY MAIN SKILLS?

"Being able to use technical resources in the best way for humans"

"problem-solving, creativity, interactivity, system-level thinking, synthesizing of needs, witchcraft"

"Facilitating reflections & brainstorm. Guarding the student experience. UX. Work organized and well structured and create structure and overview for others"

"Fighting with LA*, building something new from an idea, figuring out if something is possible with given resources"

*LA = LearnAmp, our Learning Management Platform