

Lucrecia Camiletti

Senior UX designer

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EXPERIENCE

Lead Interaction Designer / Sky Jul 23 - Present

As part of the Product Experimentation team, I lead projects focused on technologies and interaction modes that are 3+ years ahead. These experiments aim to enhance current products and services while potentially shaping the roadmap for other teams.

Product designer Lead / The Key Support Services Jun 21 - Jul 22

As the product design lead I was responsible for the development, maintenance and usability of their four main services which serve over 100,000 school leaders.

- Led on projects from conception all through visual designs. One of them being the redesign of their product website and online purchase journey to incorporate new branding and the new product offer.
- Built the new product design department, bringing in new members to the team, creating onboarding and improving the documentation system.
- Worked closely with the Director of Engineering and Product Head to increase teams collaboration and improve design processes to align the company with current product development practices.

Freelance product designer / Chabad Islington Feb - Mar 21

Designed and developed a new kit for the passover dinner which enhanced the night's ceremony whilst creating a friendly guided experience for the new and youngest members of the community. 300 kits were created and sent out to the members of the community.

Senior UX designer / Bright Little Labs Aug 19 - Mar 21

Bright Little Labs uses storytelling to teach 21st century skills to kids 6 - 11. They created the Children's Spy Agency, an immersive world where kids become agents and learn through the completion of missions and games.

As the sole UX designer, I was in charge of the user experience for each individual product as well as how they all tied together.

- I lead the development of the new mobile game for the Children's Spy Agency and project managed and worked on the UX and UI of the website version of the same.
- I also worked on the development of the new physical STEM products, the new shop website and the immersive experience in KidZania, London.

UX designer / SPYSCAPE Nov 16 - Jul 19

Designed and shipped a multimillion dollar digital interactive museum experience in New York. I worked on the UX of the individual interactives as well as how they tied together to fit the overall narrative. I collaborated with a great team of developers, researchers, product managers, motion graphic and visual designers and presented ideas and progress directly to stakeholders.

After the museum launch, I led the production of their new online product, offering a pre/post experience to the physical museum visit. This work also included a complete stand-alone online experience which made SPYSCAPE accessible to anyone around the world.

EDUCATION

BA Design 2013 - 16

Graduated with First Class Honours
Goldsmiths University of London

SKILLS

Low and high fidelity prototyping
Persona and scenario development
Wireframing
User research
Usability testing
Workshop facilitator
Visual design

LANGUAGES

English
Spanish

PERSONAL PROJECTS

Matecorner.club [↗](#)

Yerba mate starter set [↗](#)

Tapestry [↗](#)

VOLUNTEER WORK

Design for Good / Sept 24 - Present
Project Lead

Working with a group of designers and the organisation TIDE from India to create a playful resource for kids to address environmental and social justice issues.

CEN 8 / Designer Apr 14 - Oct 15

Co-designed from concept to production the 2015 and 2016 calendars used by the organisation as merchandising.

Goldsmiths Uni. / Apr 14 - Oct 15
Student coordinator

Representative voice for the students of the design department. I developed annual projects, which included research and analysis of relevant issues and proposals for improvement that were presented to the university warden.

Amaltea / Jul 11 - Sep 12
Workshop assistant

Worked with underprivileged children providing school support. Also organised and taught various types of workshops.