






Paloma Olea Cohen

UX RESEARCHER & INFORMATION DESIGNER



-  Coyoacán, Ciudad de México, México
-  oleacohenpaloma@gmail.com
-  (+52) 5539660472
-  in/paloma-olea-cohen
-  www.oleacohenpaloma.com

LANGUAGES

- Spanish (Native)
- English (Fluent – Professional Working Proficiency)

SKILLS

- User Interviews & Ethnographic Fieldwork
- Mixed-Methods Research & Survey Design
- Co-Design & Participatory Workshops
- Information Architecture & Content Strategy
- UX Research & Usability Testing
- Interaction Design & Prototyping
- Data Visualization & Infographics
- Design Systems & Branding
- Motion Graphics & Visual Storytelling
- Analytical Thinking & Problem Solving
- Empathetic Communication & Interviewing
- Interdisciplinary Collaboration & Facilitation
- Team Coordination & Project Management

TOOLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Animate)
- Google Workspace
- Figma
- HTML / CSS

UX Researcher and Information Designer with over 10 years of experience working at the intersection of education, culture, and technology. Master's degree in Information Design with strong academic recognition (University Merit Medal). Experienced in qualitative and mixed-methods research, user-centered design, and interdisciplinary collaboration. Skilled in synthesizing complex data into actionable insights and designing inclusive digital experiences. Passionate about using design and research to improve learning, access, and social impact.

EDUCATION

M.A. in Design, Information and Communication

Metropolitan Autonomous University, Mexico City

August 2017 – August 2020

* Graduated with University Merit Medal

B.A. in Design and Visual Communication

National Autonomous University of Mexico, Mexico City

August 2009 – August 2025

WORK EXPERIENCE

Head of Continuing Education

at Institute of Anthropological Research, National Autonomous University of Mexico, Mexico City

November 2022 – January 2024

- Applied UX research methods to identify user needs, improve engagement, and develop inclusive hybrid education models.
- Led microsite development, digital onboarding, and stakeholder training for faculty and researchers.
- Orchestrated the scheduling and execution of online and in-person courses, driving increased enrollment by refining program offerings and leveraging cross-department collaborations.
- Facilitated robust partnerships with academic professionals and external organizations to expand and diversify course offerings, enhancing the scope of continuing education programs.

WORK EXPERIENCE

Freelance UX Researcher & Designer

at National Autonomous University of Mexico Institute of Physics, Faculty of Science, Theater Department, TVScience Department, and others, Mexico City

January 2015 – present

- Conducted user research and designed interfaces for higher education platforms, using accessibility and usability principles.
- Developed microsites, data visualizations, and interactive content to communicate complex research to non-expert audiences.
- Led end-to-end UX research for public engagement projects in science, culture, and environmental sustainability.
- Designed and evaluated rainwater harvesting adoption systems using qualitative fieldwork and behavioral insights.
- Created visual storytelling tools to support social impact campaigns and institutional outreach.
- Conducted targeted surveys to gather user feedback, informing iterative UX improvements in cultural outreach projects.

Instructional & Web Designer

at Open University and Distance Education, National Autonomous University of Mexico, Mexico City

November 2016 – August 2017

- Designed digital learning environments for undergraduate and graduate programs.
- Collaborated with instructional designers and educators to enhance learning experience and content structure.
- Ensured usability and accessibility compliance across all platforms.