



# ERIKA BAZO

www.erikabazo.com  
erikabazo@gmail.com  
+1 239 682 2652

## SKILLS

Service Blueprinting  
Journey mapping  
UX/UI Design  
HTML, CSS, Javascript  
Design Strategy  
Concept Development  
Ethnographic Research  
Project Management  
Marketing Strategy  
Workshop facilitation  
Wireframing  
Sketching  
Rapid Prototyping  
Experience Prototyping  
Model Making

## TOOLS

Sketch  
InVision  
Balsamiq  
Axure Pro  
Principle  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Autocad  
Rhino  
Microsoft Office  
Keynote

## EDUCATION

BFA, Service Design, Graduated May 2014  
BFA, Industrial Design, Graduated May 2014  
Savannah College of Art and Design, Savannah, GA

Industrial Design Coursework, 2008 - 2010  
Instituto de Diseño de Caracas, Caracas, Venezuela

## EXPERIENCE

**Design Strategist & Co-founder**, Jul 2016 - present

**Prodigi Studio**, Birmingham, AL

Founding member of motion graphics startup. Facilitated the development of business plan, service offerings, market strategy, marketing plan and brand identity.

**Interaction Designer**, Jul 2014 - present

**Daxko**, Birmingham, AL

Designing the user experience for software products and services used by member based organizations. Developing wireframes, interactive prototypes and journey maps. Facilitating user research and design workshops. Defining new design and development style guide.

**Service Designer**, Mar - May 2014

**FRIEDA**, Savannah, GA

Designed service concepts, in collaboration with a team, for a community platform. Provided design concepts and strategic solutions for a new digital platform to reconnect generations.

**Freelance Furniture Designer**, Jul 2013 - Jan 2014

**Southern Pine Company**, Savannah, GA

Designed and supervised the production of custom furniture pieces made from reclaimed materials and old growth wood.

**Product Design Intern and Project Manager**, Jun - Aug 2013

**Working Class Studio, a Division of SCAD**, Savannah, GA

Designed and developed office products. Guided intern group through brand analysis process, and assisted with sales and research, inventory, and product assembly.

**Creative Director and Designer**, Jan - Mar 2013

**Hewlett-Packard | Collaborative Sponsored Project**, Savannah, GA

Worked collaboratively with a multidisciplinary design team focused on developing innovative products and services for the future of paper and print media. Directed the team through research and design process. Developed printer-scanner concepts and prototypes.

**Industrial Designer**, Jul 2012 - Aug 2012

**Piquadro | Collaborative Sponsored Project**, Hong Kong

Designed concepts for future generation of briefcases and roller bags for the Italian leather goods company.

**Freelance Graphic Designer**, 2012 - present

**Arcay Chocolates , Hielo America**

Created brand image and identity, developed promotional material and point of sale displays.

## AFFILIATIONS

Junior Board Member, Triumph Services, March 2017- Present

Member of Service Design Network, October 2015 - Present

Community Organizer at Code for Birmingham, Feb 2015 - present

Member of AIGA Birmingham, Jan 2015 - present

Member of Toastmasters, Oct 2014 - present

Member of IDSA, 2012 - 2015

Officer of SCAD IDSA Student Chapter 2012 - 2013

Member of SCAD Service Design Club

Co-Founder of Constant Conversations Club