



Ana Soto

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## EDUCATION

**BFA Service Design,  
Savannah College of Art and Design (SCAD)**  
Savannah, GA, USA | 2012-2016  
Hong Kong, Study Abroad | 2014

## EXPERIENCE

**Interaction Designer, Method**  
San Francisco, CA | June 2016-Present

Applying a multidisciplinary approach to design that includes, but is not limited to Service Design, Organizational Design, Systems Design and Interaction Design. Collaborating with Method teams to execute project deliverables that clearly and persuasively communicate the product or service strategy. Creating interactions that can be mapped directly to the business and user needs of the project. Preparing for and facilitating work sessions, both with clients and with internal team.

**Interaction Design Intern, Method**  
San Francisco, CA | May 2016-June 2016

Collaborative design process with Method teams to create project deliverables. Project process and deliverables include: Competitive and business landscape study, organizational design work-flows, co-creation sessions with stakeholders, among others.

**Strategy Intern, LPK**  
Cincinnati, OH | June 2015-August 2015

Planned and participated in strategy workshops. Presented research and insights related to project objectives, trends, best practices, and user behavior. Participated in internal reviews and collaborative ideation sessions. Designed and executed consumer research.

**Design Intern, Weber Shandwick**  
Los Angeles, CA | January 2015-March 2015

Developed creative assets (social & digital content, ads, experiences) to ensure all visual elements in a campaign are harmonious. Collaborated with a diverse team of thinkers, designers, strategists, developers, and copywriters.

**Student Representative, SCAD**  
Savannah, GA | August 2013-Present

Host prospective students and families through SCAD Admissions; giving daily tours and organizing admission and enrollment events.

## PROJECTS

**Walt Disney Imagineering + SCAD CLC**  
Savannah, GA | January 2016-March 2016

Collaboration with Walt Disney Imagineering to research and develop design concepts to improve the guest room experience, including both services and entertainment, using technology.

**Industry Retailer + SCAD CLC**  
Savannah, GA | September 2015-November 2015

Collaboration with a large grocery retailer to research and develop a fun and exciting online grocery shopping experience that allows customers to browse, learn about new products and make purchases. Project process and company name under NDA.

**SCADpad**  
Savannah, GA | January 2014-March 2014

Collaborated with different fields of design to create micro-housing living spaces. Using selected software and technology we implemented interaction systems to simplify the micro-living experience. Project featured in media outlets among TIME Magazine, Fast Company's Fast-coexist, Business Insider Australia, USA Today, ELLE Decor, TWC, TODAY Show.

## EXPERTISE

Service Design  
Interaction Design  
User-Centric Design  
Design + Brand Strategy  
User Experience (UX)  
User Interface (UI)  
Contextual Research  
Collaboration  
Concept Development  
Digital & 3D Prototyping

## AWARDS & ACCOMPLISHMENTS

**Red Dot Award 2015:  
Design Concept**

Category: Service

Yearbook publication, full year exhibition at the Red Dot Design Museum Singapore, and the online exhibition on the award's website.

**Finalist, IDEA Design  
Competition, IDSA 2015**

Category: Service

**Service Design  
Program Representative**

Bologna, Italy | October 2014

Selected by the Dean of Design at SCAD to visit high-end manufacture factories and showrooms Italian supercars.

## Academic Awards

Dean's List + Magna Cum Laude  
Academic Honors Scholarship  
Artistic Honors Scholarship  
International Student Scholarship  
Student Opportunity Scholarship

## SKILLS

Adobe CC	Principle
Sketch	Flinto
Axure RP Pro	Proto.IO
Rhino	Keyshot
Keynote	Office

## LANGUAGES

Spanish: Native  
English: Fluent