

MARIA DE LA VEGA

SERVICE DESIGN MFA

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EXPERIENCE

UX Research Intern

Groupon, Inc.

June 2016 - September 2016

Designed, conducted, analyzed, and presented usability and user research.

UX Designer

SCAD Jen Library

Spring 2016 - Currently

Analyzed, enhanced and redesigned the library's digital services and website as part of a grant sponsored by IMLS.

Project Manager

Netbangers (Digital Media Agency)

Oct. 2013 - Feb. 2014 - Bogotá, Colombia

Head of a multidisciplinary team. Responsible for the team's outcomes, project deadlines, billing goals, and final product delivery.

Production Manager

Netbangers (Digital Media Agency)

Sept. 2009 - Oct. 2013 - Bogotá, Colombia

Responsible for the performance of the Production team, project priorities, and maintaining a positive work flow.

EDUCATION

Service Design | MFA

Savannah College of Art and Design

Spring 2014 - Winter 2017

Design Management | Specialization

Universidad Jorge Tadeo Lozano

Bogotá, Colombia - 2011

Graphic Design | BA

Universidad Jorge Tadeo Lozano

Bogotá, Colombia - 2009

PUBLICATIONS

De La Vega, M., Lyle, C., Kumar, J., Ngola, R.

(2016) "Assessing the Perception of Service Design: The Impact of Satisfaction" *Touchpoint: The Journal of Service Design*; Vol 8, No.1

Chadgar, A., **De La Vega, M.**, Hinkle, T., Johnson, S., Kim, E. (2015) "A community-driven and human-centered approach to designing a farmers' market cart in Savannah, GA" *Second International Conference on Food Design*, November 2015, New York City, NY.

NOTABLE PROJECTS

Walt Disney Imagineering Sponsored Project at SCAD

Winter 2016

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

Google Sponsored Project at SCAD

Fall 2015

SCAD collaborated with Google to define a variety of universal problems, identify and understand user needs, and apply research insights to develop innovative digital solutions.

Coca-Cola Sponsored Project at SCAD

Fall 2014

Assistant project manager. Conducted ethnographic research methods and proposed design solutions to build awareness and consumer engagement.

SKILLS

Design Thinking
Ethnographic Research
Collaboration
Design Strategy
Project Management
Prototyping
Critical Thinking
Digital Strategy
UX Design

LANGUAGES

English

Fluent

Spanish

Native