

Lucrecia Camiletti

Experience Designer

EXPERIENCE

Chabad Islington *Freelance product designer*

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 to the members of the community.

Bright Little Labs *Senior UX designer*

Aug 19 - Mar 21

Bright Little Labs (backed by Warner Media) uses storytelling to teach 21st century skills to kids 6 - 11. In order to do this, they have 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 developed the new mobile game for the Children's Spy Agency and project managed, 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.

As well as overseeing the experience from the kid and parent's point of view, I also looked at the customer experience including the mapping and planning of the mailing system structure and communications with customers on different parts of the journey.

Throughout, I presented directly to the stakeholder and was fortunate to work with a great team of designers, developers, game designers, product managers and other administrative roles key to the progression of the project.

SPYSCAPE

UX designer

Jun 18 - Jul 19

During this time I lead 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.

Digital designer

Nov 16 - Jun 18

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.

Goldsmith University *Freelance designer*

Aug 16

Designed and developed a new simplified 3D visualisation map of the Design department building to improve the navigation throughout the space.

Dalziel & Pow *Digital designer*

Jun 15 - Sep 15

As part of the digital team I developed digital experience concepts to be implemented in commercial stores with the goal to increase brand engagement. I worked with O2, Mamas and Papas, Urban Decay and Nationwide among other clients.

Arquipeques *Designer*

Apr 12 - Apr 13

Worked closely with architects designing and teaching architectural workshops for children between the ages of 4 and 12. Designed and manufactured the first brand product for the shop of the company. Designed company logo and vouchers.

SAY HELLO!

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VOLUNTEER

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 University *Departmental Student coordinator*

Apr 14 - Oct 15

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 *Workshop assistant*

Jul 11 - Sep 12

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

EDUCATION

Goldsmiths University of London

BA Design, (2013-16)

Graduated with First Class Honours

LANGUAGES

Spanish

English

German (basic)

SKILLS & TOOLS

Low and high fidelity prototyping
Persona and scenario development
Storyboarding
Wireframing
User research
Usability testing
Sketch, Figma, Invision
Illustrator, basic After Effects
Webflow
Basic HTML, CSS

INTERESTS

Always keen to learn the stories of both common and niche elements, to learn from experience and understand why things are they way they are in our current times.