Camila Coelho
Lead UX/UI Designer
Product · Data · Storytelling

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EXPERIENCE

xFarm Technologies
Lead UX/UI Designer
2024 – Present

Lead a **3-person design team** for an agritech platform serving **500,000 farms** across **3 continents**. Built AI-driven design-to-dev workflows and a **Claude-based design system**, so developers get precise, build-ready handovers and product owners prototype for clients themselves.

xFarm Technologies
Founding UX/UI Designer
2023 – 2024

First designer: set the design foundations (colour, type, spacing), drove **full PrimeOne library adoption** on web and built **224 shared components** on mobile, plus one visual language for charts and maps.

Apostrophe One
Information Designer
2022

Co-created *Infographica* for **Britannica** with Valentina D'Efilippo: **300+ pages** of data stories for children, rated **4.8/5** by readers and awarded **Silver at the European Design Awards 2024**.

Freepik
Senior Visual Designer
2021 – 2022

Designed **1,200+ assets** (social templates, vector illustrations, print and infographics) for one of the world's largest design-resource libraries, used by **millions**.

Tell
Business Storyteller
2019 – 2021

Crafted strategic stories across **8 projects** for **Colombia's Ministry of Education, UNDP, Invest in Bogota, the Humboldt Institute** and **Belcorp**, whose survey experience reached **65 women** per round, with **88%** rating it more engaging.

VOLUNTEER

Con Alas
Product & Service Designer
2017

Designed a **cart for selling artisanal snacks** on university campuses, with its branding and packaging, for a project employing **young people with cognitive disabilities**.

Karumbe
Volunteer · Rocha, Uruguay
2012

At a **sea-turtle research centre**: analysed the plant and animal matter turtles eat, rescued and cared for injured turtles until release, supported the nursery, and taught in schools across the area.

EDUCATION

Politecnico di Milano
2020 – 2023

MSc Communication Design
DataLife project with NYU (DensityDesign): visualizing how Covid-19 changed the feelings and outlook of people in Milan and New York.
Thesis: UX design for information management on Colombian farms.

Universidad Nacional de Colombia
2013 – 2018

Bachelor of Industrial Design

AWARDS

Silver — *Infographica* — **European Design Awards**, 2024

Silver scholarship — **Politecnico di Milano**, 2020 – 2023

SKILLS

Design & Prototyping
Figma, Adobe Illustrator, Adobe Photoshop, Adobe Fresco

AI, Data & Systems
Claude, PostHog, PrimeOne, Material Design, AI design-to-dev workflows

Practice
Product design, UX/UI, service system design, experience design, information design, data visualization, storytelling, design ops, facilitation, design thinking

Languages
Spanish native, **Italian** fluent, **English** fluent, **French** professional