MARÍA GABRIELA PÉREZ ANDRADE

CONTACT

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PROFILE

Designer, professor, and academic coordinator with experience in interactive media, UX/UI, design thinking, and digital marketing. Strong background in product deployment, curriculum design, and innovation strategies in higher education and digital projects. Skilled in leading multidisciplinary teams, managing stakeholder relationships, and delivering human-centered technology solutions. Fluent in English and French.

PROFESSIONAL EXPERIENCE

Coordinator – Interactive Media Design Program
Universidad San Francisco de Quito (2015 – 2025)

- Led academic and administrative management for ~80 students per year.
- Directed two full curriculum redesigns (2015, 2022), aligning programs with international standards.
- Achieved top 360° evaluation scores (average 97–100%).
- Represented the program in national/international fairs and strengthened enrollment strategies.
- Managed digital presence (Instagram: 1,191 followers, 277 posts).

Full-Time Professor – Interactive Media Design Program
Universidad San Francisco de Quito (2013 – 2025)

- Taught UX, UI, interactive media, design thinking, and digital business courses.
- Mentored student projects focused on socially relevant issues.
- Supervised final projects, integrating research and technological innovation.

Founder & Manager – OKIO Strategic Design Studio
Quito, Ecuador (2002 – 2013)

- Delivered branding, UX/UI, and digital strategy solutions for local businesses.
- Managed client relationships and project execution end-to-end.

SELECTED PROJECTS & EVENTS

- **Tinkuy Retreat Brand (2025):** Developed full brand identity, design system, and communication strategy and led website UX/UI design.
- **SPA – Sociedad por la Arquitectura (2024 - 2025):** Directed brandbook, visual identity, and digital communication strategy; designed website UX/UI and coordinated campaign development.
- **Interact2Hack Hackathon (2025):** Organized annual event with 139 participants, 27 teams, 16 mentors, and 9 judges.
- **Nexos Exhibition (2015 - 2024):** Coordinated student showcases with 60–100 participants.
- **Processing Community Day Quito (2019–2023):** Promoted open-source software.
- **Virtual Reality Experiences (2021–2023):** Led UX design and project management

MARÍA GABRIELA PÉREZ ANDRADE

EDUCATION

- **Executive MBA (2006–2008) –** IDE Business School, Ecuador
- **Diploma in Business Administration (2003–2004) –** Université Catholique de Louvain-La-Neuve, Belgium
- **BA in Graphic Design (1995–1999) –** Universidad San Francisco de Quito, Ecuador
- **Recent Certifications:** *Google UX Design (Coursera 2024–2025), Facebook/Instagram/TikTok Ads (2025), AI & Design Pedagogy (2023), E-Commerce Psychology (2022).*

SKILLS

- **Technical:** UX/UI Design, User-Centered Design, Design Thinking, Branding, Digital Marketing, Web Development Basics.

- **Tools:** Figma, Photoshop, Illustrator, CapCut, Canva, ChatGPT, Sora.

- **Soft Skills:** Leadership, Creativity, Teamwork, Critical Thinking, Empathy.

- **Languages:** Spanish (native), English (advanced), French (advanced), Portuguese (intermediate).

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