

CARLA SARLI

I'm an UX Researcher with extensive experience in integrating the design discipline in sociological and multicultural studies. I have experience in the areas of Graphic Design, Communication and Technology. I also work in the academic field both leading university courses and participating in research projects related to design culture.

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Argentinian/Italian

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[VIEW PORTFOLIO ↗](#)

WORK EXPERIENCE

INSITUM

LEADING STRATEGIC INNOVATION CONSULTING FIRM

Buenos Aires (Argentina) & Mexico City (Mexico)

Project Leader & Service Design Local Lead

- Plan and lead projects for a variety of industries in Argentina, Mexico, and Colombia involving people from different fields (such as designers, anthropologists and communicologists).
- Apply methodologies and tools for innovation, such as Design Thinking.
- Carry out field research and analysis (design field materials, conduct semi-structured interviews and contextual field visits, identify findings, trends, and patterns in user behaviors).
- Fuel ideation in workshops.
- Conceptualize, prototype and define solutions and strategic recommendations.
- Develop content and deliverables, including infographics for explaining processes, mockups for products, wireframes and layouts for digital products.
- Follow up recruitment activities.
- Interact with clients and prospects in order to generate new business opportunities.
- Bring clients along in the design journey, educating them about usability, user-centered values and innovation.
- Clients as Lead include: Facebook, PepsiCo, Bayer, AB InBev, DirecTV, Shire.
- Clients as UX Researcher include: The Coca-Cola Company, Golden Arches, Millicom, AbbVie

MARCH 2015 - MARCH 2018

FADU - UNIVERSIDAD DE BUENOS AIRES

FACULTY OF ARCHITECTURE, DESIGN AND URBANISM, SOUTH AMERICA'S 1ST DESIGN COLLEGE

Buenos Aires (Argentina)

Head Teacher (Theory of Communications Course & Typography Course)

- Personally responsible for leading university tutorials to a group of +90 students per year and for creating and grading both written and oral exams.
- Author of several lecture papers to support students' bibliography.

JULY 2007 - MARCH 2018

UBACYT RESEARCH PROJECT

DISCOURSES, PRACTICES AND INSTITUTIONS OF THE DESIGNS IN THE LAST TWO DECADES IN ARGENTINA

Buenos Aires (Argentina)

Design Researcher

- Work along sociologists, economists and designers to study the process of emergence and consolidation of design as disciplines during the last two decades in the context of Buenos Aires, Argentina.
- Responsible for studying the reasons behind the innovation in infographic language led by Argentinian newspaper Clarín during the 90's decade, which resulted in the establishment of infographics in journalism in Argentina.

AUGUST 2011 - PRESENT

MARCA, DISEÑO ESTRATÉGICO

BRANDING STUDIO

Buenos Aires (Argentina)

Graphic Designer & Front End Developer

- Responsible for leading projects in the areas of branding and web design.
- Graphic and packaging design.
- Website information architecture and layout design.
- Brand manuals design.
- Ad Campaign Development
- Clients included: SULLAIR, YPF, MORPH, TOPACIO

APRIL 2011 - NOVEMBER 2014

FREELANCE DESIGNER

Buenos Aires (Argentina)

Graphic Designer & Front End Developer

- Responsible for leading projects in the areas of branding and web design.
- Brand Design
- Web information architecture and layout design
- Editorial design
- Worked in projects with small and medium organizations.

JANUARY 2009 - MARCH 2015

PUBLICATIONS

UPCOMING 2018


Infographic As An Artifact. Concepts, Techniques And Resolution Strategies Used In *Clarín's* Infographic Innovation (1995-2001)

UBACYT Project Publication

SEPTEMBER 2014

Innovation in Design and Technology in the Context of the Actor-Network Theory
28th Research Conference SI+RED: Collective Construction, Networks And Joint Links In Research

AUGUST 2017

The Problem Of Designing In Complex Contexts: Methodologies And Their Theoretical Contributions 

Maestría en Diseño Comunicacional (diCom)

SEPTEMBER 2012

Analysis of the 2011 *Frente Para la Victoria* (FPV)'s Presidential Campaign

X Conference of IASV (International Association for Visual Semiotics)

APRIL 2016

Art and technique, or design 

Maestría en Diseño Comunicacional (diCom)

EDUCATION

MASTER IN COMMUNICATION DESIGN

FADU - UNIVERSIDAD DE BUENOS AIRES (Faculty of Architecture, Design and Urbanism)

Best class GPA (10/10)

I hold Specialization Degree and am currently waiting for defending my master thesis, delivered in May 2018.

Master Thesis: Argentinean Infographic Journalism: The Beginnings Of Info Visualization In *Clarín* During The 90s

Specialization: Difficulties Found In Pattern Language Configuration In UI Design [↗](#)

2013-2015

GRAPHIC DESIGN DEGREE

FADU - UNIVERSIDAD DE BUENOS AIRES (School of Architecture, Design and Urbanism)

2005-2010

HONORS AND ACHIEVEMENTS

HOLDER OF MAXIMUM FINANCIAL GRANT

Granted by Graduate Secretariat (FADU-UBA) to finance the Master in Communication Design.

ARGENTINIAN REPRESENTATIVE

INTERNATIONAL SEMINAR AND WORKSHOP "STRUCTURE-SCULPTURE"

Summer School developed in the framework of the international program of Summer Schools from DAAD. Organized by TU Kaiserslautern (Germany), Universidad de Buenos Aires (Argentina) and Universidad Simón Bolívar (Venezuela).

LANGUAGES



SPANISH

Native Speaker



ITALIAN

Advanced

Laboratorio de Idiomas, Universidad de Buenos Aires



ENGLISH

IELTS: 7.5/9



FRENCH

Advanced

Laboratorio de Idiomas, Universidad de Buenos Aires

SKILLS



Customer Experience
User-Centered Design
Visual Design
Service Design
User Research
Design Thinking
Semiotics



Leadership
Coaching
Working in multidisciplinary
teams
Project Management
Workshop Facilitation
Communication



Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML5
CSS3
Sketch
Balsamiq
InVision