Victoria Lozano

Product Designer

+1 708-522-5955 | sofiavictoria.vb@gmail.com | LinkedIn

Product designer who makes complex systems feel human. I pair research and strategy with craft: framing the problem, aligning the people around it, and designing the dashboards and workflows that carry the change. I've done this across enterprise platforms at Dell and civic and community work. I'm drawn to design problems where research shapes the outcome and the stakes reach the public. Fluent in Spanish.

Experience

UX Researcher & Service Designer (Volunteer) - Jinship **Oct 2026 – Present**

- Leading bilingual discovery research on the barriers that keep migrants, older Spanish speakers, unhoused residents, and families without heat from finding and using the Warmth Map.
- Mapping the community networks that already reach these groups, and the government and nonprofit partners Jinship could work with, so the map reaches people where they are and is usable when it does.

Product Designer - Dell Technologies **Aug 2025 - Oct 2026**

- Co-led the consolidation of 5 admin portals into one platform as designer and de facto PM; designed the transition and onboarding across legacy and new systems and shipped on schedule for the UK & Ireland launch.
- Led a terminology study across user, business, and industry language, standardizing the vocabulary of a sprawling enterprise platform so admins could find and act on what they needed.
- Designed a centralized dashboard and modular widget system that turns cross-platform account data into role-based insights and quick actions for IT administrators.
- Partnered with UX research, analytics, and portal owners to map where systems overlapped and conflicted, aligning permissions, technical constraints, and rollout dependencies.

Creative Operations & Experience Lead (Seasonal) - TEDxChicago Creative Team **Mar 2025 - Oct 2026**

- Shape creative direction and brand identity for *We The People*, a civic program reaching 500+ attendees and thousands online, coordinating 30+ speakers and partners and 100+ digital assets with marketing.
- Redesigned the website's information architecture around key user journeys to improve navigation and access, and wrote membership page copy.

Dell Digital UX Design Intern - Dell Technologies **May 2024 - Aug 2024**

- Redesigned search on Dell's customer service site (52M visits/year), consolidating scattered resources into one space; raised task success 28%.
- Used heatmaps, analytics, and stakeholder feedback to pinpoint where users got lost, then pitched targeted redesigns instead of a full overhaul; improved engagement 35%.
- Adapted designs to Dell's evolving identity for commercial and enterprise users; lifted usability satisfaction 30%.

Education

B.S. in Information Science | University of Illinois Urbana-Champaign **2021 - 2025 |** Champaign, IL

Skills

Design: product and interaction design, information architecture, dashboard and systems design, wireframing, rapid prototyping, accessibility
Research & Strategy: user interviews, usability testing, A/B testing, journey mapping, competitive analysis, research synthesis, process mapping
Tools: Figma, Adobe Creative Suite, Miro, Google Analytics, HTML/CSS/JavaScript
Languages: Spanish (fluent), French (conversational)