

# Belen Tenorio

Brand, Experience & Product Design

Brooklyn, NY

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## Work Experience

### Method

Brand & Product Designer

Dec 2016 - Present, NYC

Worked closely with the lead creative technologist and creative director to design and develop global products from ideation phase to deployment phase.

Rapid prototyping & building of key concepts through Sketch, After Effects, Principle and Invision.

Facilitated the creation of prototypes for client workshops and participated in brainstorming/co-creating sessions with key stakeholders.

Within a team, built and maintained a scalable/flexible system of design components through the practice of atomic design to aid adoption and ensure coherence and consistency between channels and across touchpoints.

Unified Omni-channel experiences through brand and product design for market-specific online ordering requirements.

Created brand identities and a set of tools to support the assessment and management of global humanitarian crisis hotlines.

Worked on guidelines for developers to help deploy global products.

Underwent a crash-course in Front-End Web Development to encourage cross-collaboration between engineering and design teams.

Conducted quantitative user research to validate design hypotheses based on clients' business goals.

Collaborated on the creation of service blueprints to allow key stakeholders to examine different touchpoints beyond product and pixels.

### American Express

UX & UI Intern

Jun 2015 - Aug 2015, NYC

Worked with the product design team to prototype, A/B test, and iterate the new Home Page (mobile and desktop).

Re-designed the UX and UI to create a more personalized experience based on the objective to increase engagement rates. Currently 8 million people visit the Home Page per day.

### General Assembly

Expert in Residency

March 2015 - May 2015, NYC

Teacher's Assistant to a cohort of 30 students in GA's Visual Design course.

led class discussions, taught through the Socratic method, and assisted students through ideation phase all the way to a production-ready mockup of a responsive webpage.

### Geometry Global

Art Director, Freelance

Jun - Aug 2014, NYC

Managed account photography and design for CoverGirl's landing page & social media platforms.

### Ogilvy & Mather

Jr Art Director, Freelance

Oct 2013 - Apr 2014, NYC

Helped out multiple creative teams responsible for the creative life cycle of Fortune 500 accounts, IBM, MetLife, and DuPont. Worked on campaign ideation, branding, video editing, and graphic design.

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## Skills & Proficiencies

Adobe Creative Suite

Sketch

HTML & CSS

Javascript

Final Cut Pro

Photography

System Design

Human-Centered Design

Web Usability

User Research

Rapid Prototyping

Typography

3D printing

User Interface

Concept Design

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## Publications

Vice - Motherboard

Arduino Blog

Atmel Blog

Open Electronics

Mashable

PSFK

Core 77

Treehugger

Kickstarter

Bare Conductive

Brutalist

ReleaseWire

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## Education

### School of Visual Arts

Products of Design, MFA

Dec 2014 - 2016, NYC

Learned Design Research, User Experience Design, Systems Thinking, Service Design and Product Design, from a talented faculty recognized for their work in notable organizations: IDEO, Frog, MoMA to name a few.

### Orbital

Bootcamp

Summer 2014, NYC

Participated in a 12-week intensive bootcamp using lean startup principles to facilitate development of an independent project, Chutney, from ideation to a launch-ready business. Led by Venture Capitalist Gary Chou (formerly Union Square Ventures).

### Berghs School of

Communication

Communication Design

Summer 2012, San Francisco

Summer program offered to selected students to work in multicultural integrated groups with real-life cases tutored and coached by industry notables.

### Academy of Art University

Communication Design, BFA

Sept 2008 - 2012,  
San Francisco, CA

Visual Communication and Design. I was also awarded a tennis scholarship at our NCAA DIV II team.