

Magdalena Brandi

DIGITAL PRODUCT & INTERACTION DESIGNER

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PROFILE

Digital Product and Interaction Design student experienced in translating user research into end-to-end experiences, interaction flows, prototypes, and scalable design systems. I combine systems thinking, strong visual craft, and hands-on digital and physical prototyping. Focused on human-technology interaction, emerging interfaces, and digital-physical experiences.

EDUCATION

UNIVERSIDAD DEL DESARROLLO

Bachelor of Design, Major in Digital Interaction Design · Concurrent Certificate in Graphic Design

Santiago, Chile
Mar 2023 - Dec 2027

- Best Academic Performance, Design Class of 2025
- Projects published in RED 2025 and Pocket Book 2026
- Outstanding Students Program 2026

UNIVERSIDAD DE NAVARRA

International Exchange Program in Design · Average 8.03/10 · 27 ECTS

Pamplona, Spain
Aug 2024 - Dec 2024

- Relevant coursework: Design Studio V; Project Management for Design; 3D Printing and Digital Design

ESSCA SCHOOL OF MANAGEMENT

International Intensive Academic Program · Grade: A

Budapest, Hungary
Jan 2025

EXPERIENCE

HT FASHION x SHANDONG UNIVERSITY OF ART & DESIGN (SUAD)

Jinan, China / Santiago, Chile
2026 - Present

International Design Intern · University-sponsored internship

- Apply human-centered design methods, including user personas, empathy maps, journey mapping, and stakeholder research, to translate insights into textile product and service opportunities
- Collaborate with an international interdisciplinary team across fashion, manufacturing, packaging, and humanitarian contexts

TECH FAIR D 2026 · UNIVERSIDAD DEL DESARROLLO

Visual Identity & Experience Designer

Santiago, Chile
Apr 2026 - Present

- Design the event's visual identity system and print and digital applications; shape layouts, interaction touchpoints, narrative, and personalized attendee experiences

UNIVERSIDAD DEL DESARROLLO

Teaching Assistant · UX/UI, HCI, Creative Technology & Prototyping

Santiago, Chile
Mar 2025 - Present

- Guide 200+ students through UX research, interaction design, computational thinking, and iterative problem-solving
- Mentor projects integrating embodied interaction, AI agents, Django, p5.js, React, Unity, VR, sensors, and digital fabrication

SELECTED PROJECTS

INTIA · ACADEMIC-INDUSTRY PROJECT WITH WALMART CHILE

Digital Product & UX/UI Designer

Santiago, Chile
Mar 2026 - Jul 2026

- Researched and designed a system that centralizes fragmented internal requests into one structured, traceable workflow
- Translated research into information architecture, user flows, interaction decisions, and a high-fidelity prototype

AUDIOMACK DESIGN SYSTEM · ACADEMIC CASE STUDY

UX/UI & Design Systems Designer

Santiago, Chile
Mar 2026 - Jul 2026

- Developed an independent academic design-system case study in Figma using tokens, reusable components, patterns, and governance principles
- Analyzed Audiomack's listening experience and translated observed behaviors into coherent responsive interface principles

CONSORCIO STUDIO · ACADEMIC-INDUSTRY PROJECT WITH CONSORCIO

Project Lead · Digital Product & UX/UI Designer

Santiago, Chile
Aug 2025 - Dec 2025

- Led a design team in creating a personalized banking experience adapted to each user's priorities
- Owned research synthesis, value proposition, information architecture, user flows, and interactive prototyping

CERTIFICATIONS

- Google UX Design Professional Certificate - Google, Coursera (in progress)
- Entrepreneurship and Innovation Certificate - Aalto University (2025)

SKILLS & LANGUAGES

UX & Product Design: User research, information architecture, user flows, service design, design systems, prototyping, AI-agent interaction

Tools & Technology: Figma, Adobe Creative Suite, After Effects, p5.js, React.js, Django, Unity, Blender, Fusion 360

AI: NotebookLM, Perplexity, ChatGPT, Claude, Antigravity, Codex, OpenCode, generative AI

Languages: Spanish (native) · English (C2 certified)