

MARGARITA ZULUETA

A natural planner and synthesizer who uses design, research, strategy and facilitation to address problems in impact, communication, and innovation..

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EXPERIENCE

Yves Saint Laurent Beauté, US Division of L'Oréal

Product Designer • New York, NY • 2023 - Current

- Leading design strategy and design thinking implementations with full accountability for deliverables and facilitating co-creation design sessions

GrainPro, Sustainable Post-Harvest Transport Solutions

Designer & Strategist, Freelance • Remote US • 2022

- Defined the visual storytelling strategy for the funding acquisition plan by consolidating global team insights to create a cohesive framework..

Backpack Interactive, EdTech Agency

Product Designer & Researcher, Freelance • Remote US • 2021

- Proposed a feature development plan for a youth education platform as part of a remote cross-functional team conducting discovery design research and rapidly iterating on digital UI and prototyping

DUMBO BID (Business Improvement District)

Community Development & Design Strategist • Brooklyn, NY • 2020

- Implemented community building efforts by communicating insights received from 1:1 stakeholder interviews that showed up in our experience design efforts to create tangible community based policies and events

Public Goods, Home Goods Startup (Series A)

Visual & UX Designer, Freelance • New York, NY • 2019-2020

- Increased sustainability education readership by designing information visualization assets, setting creative direction guidelines, and managing a non-design based freelance team on production-based visuals

Wondersauce, Full Service Creative Agency

Production Designer • New York, NY • 2018

- Developed visual storytelling direction, strategy, and rapid prototypes as part of an in-house design team working with Fortune 500 clients

GRADUATE THESIS

Weighted: Designing Towards Fat Liberation — [Watch Now](#)

Redesigning systemic touchpoints of anti-fat bias to move towards fat liberation.

SKILLS

Product, Experience & Service Design, Research & Insight Synthesis, Ideation & Strategy, Prototyping, Community Building

Software

Figma, Miro, Zoom, Google Slides, Notion, Sketch, InVision, Adobe Creative Suite, Maze, UserTesting.com, Mural,

SELECT RECOGNITIONS

Paula Rhodes Memorial Award
Products of Design • School of Visual Arts • New York • 2022

Core 77 Design Awards Student Runner Up & Student Notable
VODA • Consumer Technology • Home Goods • 2022

NYCxD Design Selected Presenter
Weighted: Designing Towards Fat Liberation • Brooklyn • 2022

NYCxD Design Selected Presenter
Weighted: Designing Towards Fat Liberation • Brooklyn • 2022

EDUCATION

School of Visual Arts
MFA • Products of Design • 2020-2022

New York University
BSc • Hotel & Tourism Management • 2011-2015