Victoria Ayo

Victoria Ayo is a strategist and experience designer passionate about design that fosters human connection to create a safer, more joyful world.

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Education

School of Visual Arts
New York, NY
MFA Products of Design
May 2020

Georgia Institute of Technology
Atlanta, GA
BS Computational Media,
Interaction Design
May 2015

Skills

Prototyping
Service Design
Storyboarding
User Journey Mapping
UX/UI Design
Design Research
Product Design
Project Management
Facilitation
Design Strategy
Human Centered Design
Physical Computing
Experience Design
Graphic Design
Agile Methodology
HTML/CSS

Software

Adobe Creative Suite
Sketch
Arduino
Invision
Figma
HTML/CSS
AutoCAD
Java
C++

Experience

Product Designer II, Spotify London,UK (September 2020 - Present)
- Most recently worked closely with product to lead the design direction of the newly formed Spotify for Authors creator portal that empowers publishers and authors to publish their audiobooks on Spotify's platform; introducing new authors to millions of potential new listeners.
- Create holistic digital experiences for the Spotify desktop app. Focusing Areas: Podcasts, User Privacy and Permissions and Embedded Content.
- Support the team in updating and optimizing design quality amount the desktop app.
- Crafted Industry leading product design with insights-based and data supported design decisions.
- Conceptualization through UX strategy, user journey mapping, insights gathering and development of design principles for Spotify Embedded content.

Experience Strategist, RAPP New York, NY (June 2020 - September 2020)
- Devised strategy roadmaps, personas and user journeys.
- Crafted and created storytelling decks and briefing presentations to guide the creative department.

Experience Design & Strategy Intern, R/GA New York, NY (May 2019 - August 2019)
- Contributed to campaign strategy sessions for a large communication company.
- Conducted user research on both new and current features for a targeted user demographic.
- Contributed to design innovation sprints for a large financial company looking to expand its product offering.

UX Designer, WebMD New York, NY (August 2017 - July 2018)
- Led the inception and design of digital wellness tools used on the WedMD site, seen by 2 million daily active users.
- Conducted user research & prototyped both new and current features and worked with product owners to understand the value of those features.
- Led the development of low and high fidelity interactive prototypes to guide projects through to completion.

Experience Designer, ThoughtWorks New York, NY (June 2015 - August 2017)
- Led the design process of a major feature for the mobile app of the largest U.S. supermarket by revenue.
- Developed a product strategy for a regulatory risk digital tool for a Top Three European Investment Bank.
- Worked directly with the Digital Innovation team of a large healthcare system to develop their design research practice.
- Led and supported the execution of digital products on an international scale from inception and ideation to production and delivery.

Publications

Improving Healthcare Through Human Centered Design
ThoughtWorks Insights Blog. June 2016 thoughtworks.com/insights

Reflection Through Design: Immigrant Women's Self-Reflection on Managing Health and Wellness
CHI'14: Proceedings of the 2014 CHI Conference on Human Factors in Computing Systems, April 2014 https://dl.acm.org/citation.cfm?id=2557119

I am What I Eat: Identity & Critical Thinking in an Online Health Forum for Kids
CHI'12: Proceedings of the 2012 CHI Conference on Human Factors in Computing Systems http://www.ccs.neu.edu/home/andrea/docs/parker_chi13.pdf

Awards and Activities

Recipient of the SVA Alumni Society Scholarship Award for MFA Thesis Work

Recipient of the Paula Rhodes Memorial Award

Selected Conference Speaker of Design Indaba Conference as part of Dutch Design Week

Silver Award Winner of New York Design Awards in Category of Better Futures: Equity and Inclusion