

# Beatriz MEYTHALER

Lawyer turned UX Designer with a Master's in Business and 6 years in Business Development and Marketing. Expertise in driving business growth and building a strong brand presence through client-centric strategies. Passionate about designing solutions that are useful, easy-to-use, and engaging.

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[Linkedin](#)  
[Behance](#)  
[Portfolio website](#)

## UX PROJECTS

### Untangled, Legal App for Entrepreneurs — 2023

Final Project for UX Design Immersion Course: CareerFoundry

Designed a legal app for entrepreneurs ensuring reliable, fast, and affordable protection of their interests and businesses. [Link to project](#).

**Tools:** Figma, Miro, Trello, Canva, Optimal Workshop, Helio and Survey Monkey.

### GermanPro, a Language App for Mastering German — 2022

Final Project for Intro to UX Design Course: CareerFoundry

Development of an app that addresses the needs and frustrations of individuals interested in mastering the German language. [Link to project](#).

**Tools:** Marvel App, Optimal Workshop, Helio, Miro, Canva, and Survey Monkey.

## WORK EXPERIENCE

### Marketing and Business Development Director, Meythaler & Zambrano LawFirm – Quito, Ecuador (Part-time)

June 2023 - Present

- Led business promotion and outreach initiatives, resulting in the acquisition of **25 new client accounts** and **88 potential clients** requesting proposals between June and September.
- Crafted SEO-optimized content and managed social media presence, achieving an average monthly **follower increase of 200 in LinkedIn**.
- Design of business proposals and SEO content based on market and competitive analysis, **identifying potential clients** interested in the specific **legal practices that the firm wishes to expand**, such as Data Protection.

### Business Development and Legal Marketing Consultant, Gericó Associates – Madrid, Spain (Full time – Remote)

May 2022 - June 2023

- Developed and executed an online strategy to enhance branding and

## SKILLS

Information Architecture  
Market & Competitive Analysis  
Preference Testing  
Prototyping  
Responsive Web Design  
SEO Content Creation  
Usability Testing & Reporting  
User Experience Design  
User Journeys & User Flows  
UX Research  
Wireframing

## CODING

**Front-End Design:**  
HTML  
CSS  
Javascript Basics

## TOOLS

Figma  
Git and Github  
Google Analytics  
Marvel  
Miro  
Semrush  
Trello  
Visual Studio Code  
Wix  
Wordpress

business development for offline law firms, using insights from market and competitive analyses, including Mystery Shopper.

- As an Account Manager, I **assisted 44 law firm** accounts in submitting to the most respected legal directories, as part of a business development and expansion initiative, handling a total of **178 submissions** throughout the year.
- **Retention of 2 initially dissatisfied accounts as new Key Account Manager**, resulted in the clients extending the contract for another year due to improved performance.

## **SEO Content Marketing Creator, Lumiform – Berlin, Germany (Full time)**

August 2021 - February 2022

- Produced daily SEO articles, generating B2B and B2C leads, resulting in substantial organic traffic growth that outperformed other language versions and attracted more Spanish-speaking clients.
- Collaborated with UX designers and SEO managers to enhance the Spanish website, improving the user experience.
- Conducted audits to identify and improve culturally sensitive and language-proficient content, aiming to boost organic traffic.

## **Business Development Manager, Meythaler & Zambrano LawFirm – Quito, Ecuador**

January 2017 - December 2019

- Implemented a digital strategy, creating a website and managing social media, resulting in about **250 new contracts**.
- Collaborated on a web application to improve lawyer performance analysis, resulting in a remarkable **55% increase** over the next 2 years.
- Analyzed attorney performance and efficiently organized daily administrative operations, ensuring the delivery of legal services to the entire client portfolio. E.g. Led a team of **38 staff members**, providing guidance to legal interns and deputy chiefs.

## **Inhouse Lawyer, GlaxoSmithKline Ecuador S.A.**

January 2017 - December 2019

- Successfully mitigated regulatory and contractual risks in 50+ transactions, totaling up to US \$2.5 million, spanning wholesalers, trade agreements, product promotion, data privacy, and more.
- Aligned GSK's global contractual guidelines with Ecuadorian regulations, overseeing business transactions across 5 departments.

## **LANGUAGES**

English (Fluent)  
Spanish (Native)  
German (Intermediate)

## **EDUCATION**

### **CareerFoundry, Berlin – Germany**

2022 - 2023

UX Design with Frontend Specialization.

### **European School of Management, Berlin – Germany**

2020 - 2021

**Master of Business Administration**

*Specialization in Entrepreneurship and Innovation Management. Project Consultant for [Leaf' international expansion](#).*

### **Universidad San Francisco de Quito, Ecuador**

(2011 - 2016)

**Bachelor of Laws**

*Specialization in Environmental Law. Graduated with honors: Cum Laude.*

*Author of the Book "[The Need of direct data protection of biological medicine in Ecuador](#)" (2016) published by Center of studies for development of pharmaceutical industry in Argentina.*