

Beatriz MEYTHALER

UX Designer with a background in Law and Business, MBA and 6 years of experience in Business Development. Specialized in driving business growth and building a strong brand awareness through customer-centric strategies. Passionate about creating practical, user-friendly and engaging solutions.

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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 — 2023

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 Communications Manager, Meythaler & Zambrano LawFirm – Quito, Ecuador (Part-time)

June 2023 - Present

- Led business promotion and outreach efforts, leading to **88 potential new clients seeking proposals** and securing **25 new service contracts** from June to 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 business development for offline law firms, using insights from market and competitive analyses, including Mystery Shopper.

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

- 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.

MBA Project Consultant, Leaf Labs – Berlin, Germany

October 2020 - December 2020

- Conducting market research to identify potential markets for international expansion, considering UX factors.
- Formulating and validating hypotheses through qualitative surveys.
- Providing customer-centric recommendations for market entry.
- A/B testing to enhance the website's user experience and conversion rates.

Digital Strategy and Legal Operations 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

- Mitigated regulatory and contractual risks in 50+ transactions up to US \$2.5 million.
- Aligned GSK's global contractual guidelines with Ecuadorian regulations and oversaw 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.