

Beatriz Meythaler

14. September 1990
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Portfolio: [Product Designer](#)



As a lawyer with a passion for technology, I expanded my knowledge by obtaining a User Experience Design certification and a Master's in Business in Berlin, Germany. With 7 years of experience at the intersection of business development and law, my mission is to create user-friendly digital solutions that meet market needs. I aim to improve the accessibility and development of legal services and accelerate business growth. Through rigorous research, creative innovation, and strategic acumen, I aspire to transform the intersection of design, business, and law.

Education

Master in Business Administration

European School of Management (ESMT), Berlin - Germany
(2020 - 2021)
Specialization in entrepreneurship and innovation management.
Grade: 2.0

UX Design with Frontend Specialization

CareerFoundry, Berlin - Germany (2023)
Final project: [Untangled, the legal app for entrepreneurs.](#)

Bachelor of Laws

Universidad San Francisco de Quito, Quito - Ecuador
(2011 - 2016)
Grade: 3.55 (GPA) - Cum Laude

Professional Background

Legal Marketing and Digital Innovation Lead

Meythaler & Zambrano Law Firm, Quito - Ecuador

A full-service law firm dedicated to the life sciences sector.

Implemented digital solutions, trained lawyers on tech, enhanced website UX, and developed a CRM for the Data Protection Department. Led a client acquisition strategy with a 55% acceptance rate from 148 proposals. Produced content across platforms, increasing LinkedIn followers by 200 monthly and growing blog subscribers to 3,000.

Since 06/2023

Business Development and Legal Marketing Consultant

Gericó Associates, Madrid - Spain

A legal marketing, communications and business development consultancy firm.

Specialized in client acquisition, enhancing online reputation with UX and content marketing. Managed 44 accounts, analyzing trends to boost strategic positioning and facilitated 178 submissions to top legal directories, resulting in the retention of two accounts and securing contract extensions.

05/2022 - 06/2023

SEO Content Marketing Creator

Lumiform, Berlin - Germany

A SaaS platform that digitizes and automates workflows for frontline teams.

Wrote daily SEO articles that significantly increased organic traffic, outperformed other language segments, and attracted more Spanish-speaking clients. Collaborated with

08/2021 - 02/2022

Certifications

[See other Licenses & certifications.](#)

Languages

Spanish Mother
Tongue **English** Fluent
German Advanced

IT Skills

Microsoft Office Suite, Figma,
Git, GitHub, Marvel, Miro,
Semrush, Trello, Notion, Visual
Studio Code, Google Analytics,
WordPress, Wix, Canva

Programming

HTML, CSS, JavaScript

Personal skills

Adaptability
Analytical skills
Creativity
Customer
Orientation Empathy
Goal Orientation
Organizational Skills
Problem Solving

Core Skills

UX Design and Research
Project Management
Market Research
Usability Testing

Hobbies

Dancing
Jewelry Making
Photography and Editing
Reading

UX/SEO teams to enhance the Spanish site's user experience and relevance through usability testing and content audits, ensuring cultural and linguistic accuracy.

10/2020 - 12/2020

ESMT MBA Project Consultant

Refive, Berlin - Germany

A customer operating system for retailers.

Identified European expansion opportunities through market research and developed customer-focused entry strategies. Utilized qualitative surveys to test hypotheses and conducted A/B testing to enhance website user experience and conversion rates.

02/2018 - 01/2021

General Counsel / Corporate Attorney (part-time) **GlaxoSmithKline Ecuador S.A.**, Quito -

Mitigator regulatory and contractual risks for more than 50 transactions of up to US\$2.5 million. Adapted GSK's global procurement policies to Ecuadorian regulations, overseeing transactions in 5 divisions.

02/2018 - 01/2021

Digital Strategy and Legal Operations Manager **Meythaler & Zambrano**, Quito -

Ecuador digital initiatives, including a website redesign and social media management, securing 250 new contracts. Developed a KPI system that boosted attorney productivity by 45%. Managed a team of 38, overseeing a monthly portfolio of \$87,500 and improving administrative efficiency to enhance legal service delivery.

01/2016 - 09/2016

Deputy Chief Corporate Department

Meythaler & Zambrano, Quito - Ecuador

Assisted in department management and advised companies on corporate matters. Conducted due diligence on over 60 companies and designed a digital registry for 124 clients.

2015

Universidad San Francisco de Quito, Quito - Ecuador **Law Practicum - Pro Bono Legal Advice**

Submitted two petitions to the Inter-American Court of Human Rights and provided legal assistance to marginalized communities on labor, family, child protection, and domestic violence issues.

2014

Ombudsman's Office of Ecuador, Quito - Ecuador **Human Rights Intern**

Review of petitions for violation of rights, issuance of protective orders, and preparation of documents for constitutional and service claims.

Volunteering: See [here](#).