

# Beatriz Meythaler

Berlin, Germany

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Portfolio: [UX Case Study](#)



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

Since 06/2023

**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.

### Business Development and Legal Marketing Consultant

05/2022 - 06/2023

**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.

### SEO Content Marketing Creator

08/2021 - 02/2022

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

## 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

### ESMT MBA Project Consultant

10/2020 - 12/2020

**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.

### General Counsel / Corporate Attorney (part-time)

02/2018 - 01/2021

**GlaxoSmithKline Ecuador S.A.**, Quito - Ecuador

Mitigated 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.

### Digital Strategy and Legal Operations Manager

02/2018 - 01/2021

**Meythaler & Zambrano**, Quito - Ecuador

Led 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.

### Deputy Chief Corporate Department

01/2016 - 09/2016

**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.

### Law Practicum - Pro Bono Legal Advice

2015

**Universidad San Francisco de Quito**, Ecuador

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.

### Human Rights Intern

2014

**Ombudsman's Office of Ecuador, Quito - Ecuador**

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

**Volunteering:** [See here.](#)