

# Beatriz MEYTHALER

UX designer with a background in law and 7 years of experience driving business growth and building strong brand awareness through customer-centric digital strategies. Holds an MBA and a certification in User Experience Design. Known for his proactive approach and intellectual curiosity. Passionate about creating practical, engaging and easy-to-use solutions.

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[Linkedin](#)  
[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.

## WORK EXPERIENCE

### Digital Innovation & Legal Marketing Lead, Meythaler & Zambrano LawFirm – Quito, Ecuador (Part-time)

June 2023 - Present

- Conducted market research to identify lucrative business opportunities, expanding the client base with approximately.
- Produced SEO-optimized content for a legal blog with 3,000+ subscribers, driving consistent monthly LinkedIn follower growth of 200.
- Developed targeted business proposals based on market analysis, attracting potential clients in areas such as Data Protection.
- Implemented digital solutions to streamline legal operations and enhance client service efficiency.
- Managed submissions to legal directories, showcasing the firm's digital expertise and achievements.

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

May 2022 - June 2023

- Conducted qualitative and quantitative analyses of legal firms, supporting strategic positioning and identifying emerging legal trends.
- 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

## SKILLS

Advanced Market Research  
Detailed Competitive Analysis  
Usability Testing  
SEO Content Creation  
Legal Directories  
User Experience Design  
Responsive Web Design  
UX Research  
Front-End Design  
(HTML, CSS, JavaScript)

## TOOLS

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

## LANGUAGES

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

improved performance.

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

August 2021 - February 2022

- Collaborated on website user experience improvements, applying usability testing and competitive analysis to increase organic traffic.
- 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

- Conducted market research to identify potential markets for international expansion.
- Formulated and validated hypotheses through qualitative surveys.
- Provided 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**.

## 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.