

EXPERIENCE

SENIOR TO LEAD USER EXPERIENCE DESIGNER

3Pillar Global Nov 2020 - June 2022

- Iterate quickly on new and existing product features with customers, product owners, solution owners, and designers to craft digital products and enhance user experience.
- Design Ops, and Recruiting Designers
- Ideation Workshops and Value definitions
- Research, Problem definition, and road mapping
- Information Architecture
- Sketching
- Creating User flows, wireframes, and prototyping
- Interaction Design
- Visual Design
- Design Systems and UI kits
- Work-based on Scrum and Agile Methodologies

EXPERIENCE

WEB DESIGNER COORDINATOR TO WEB AND ECOMMERCE MANAGER

AT&T Jan 2015 - Nov 2020

- Owner of AT&T México website and the eCommerce channel
- Lead multidisciplinary teams and Agencies to Merge multiple web technologies into one
- Ideation Workshops and Value definitions
- Content Strategy, SEO, SEM, Mailing, cross-platform strategy
- Research, Problem definition, and road mapping
- CMS or any framework Backend definition, and Frontend Development
- Adobe Experience Manager assets creation flows, development, and content management
- Design of Systems and Sales, Pre and Post Processes
- Accessibility Audit and fixes for All the Mexico Digital properties,
- Information Architecture, Creation of user flows, wireframes, and prototyping
- Interaction Design, Service Design, Data Based Design
- Visual Design and Digital or RRSS adaptations
- Design Systems and UI kits creation
- Scrum and Agile Methodologies