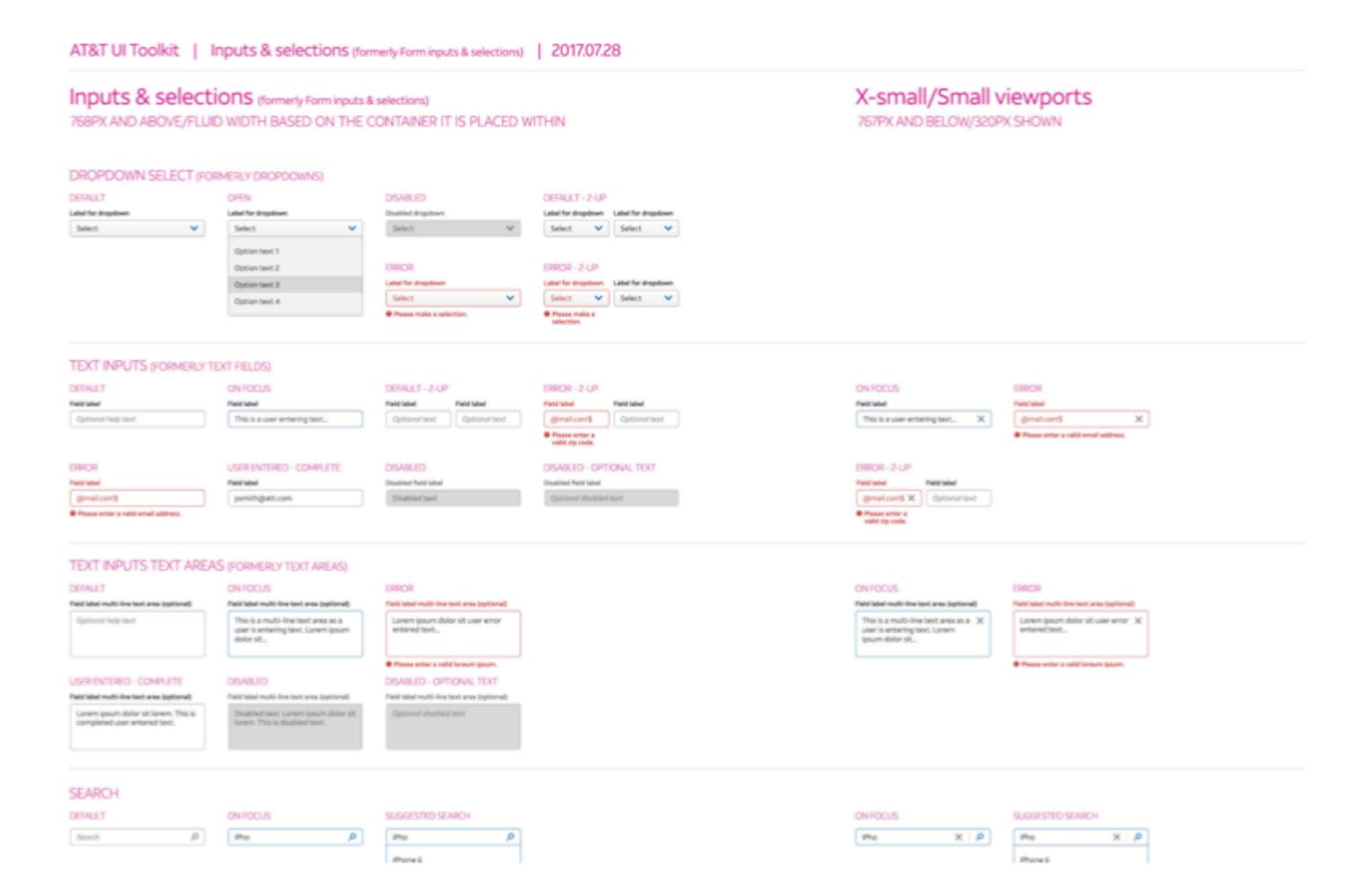**Project Type**

RESEARCH, KNOWLEDGE TRANSFER, IDEATION

As part of the research, we worked with all the AT&T Company Structure to validate strategy and get processes creation approvals, from Marketing Insights to Compliance, Postpaid, Prepaid, Legal department, Sales, Call center, Stores, and any Customer contact department for alienation and mutual data sharing to understand the market User Bias and pain points.

For general purposes, we did an Analysis and Connect all the AT&T structures to achieve Online Sales and Content strategy We study Heat maps, Google Analytics, firebase Insights, Tag manager performance, Accessibility Audits, Customer Sales Insights, Call Center Data, Marketing KPIs, Bounce rates, Conversion Rate, Sales revenue, Average Ticket, New clients vs recurring customers, number of related or complementary products, Community in social networks, Online surveys, On-site usability testings, Churn, etc.

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Project Type

CREATION OF THE DESIGN SYSTEM

The Ultimate creation that helped to consolidate communication and consistency was the creation of a Design System, with the first versions in Photoshop evolving trought the years to Sketch and Figma.

- I was responsible for creating everything for the Adobe Experience Manager tool from scratch, with Dark and White theming, Font Sizing rules, interaction definitions, AEM flows to publish content, and Content structure; AEM also asked to add SEO rules for the smaller components.

- We worked on the implementation directly with Adobe as our development partner, with help from a Guatemala Firm and others from Mexico City, for eCommerce implementations.

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