Carlos Cuéllar

User Experience Designer

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Profile

I am a Senior UX Designer with an industrial design background and some love for front-end web development. I have been creating experiences that simplify users' lives since 2006.

My approach to design is user-centered and I like to use empathy as a primary skill. I am comfortable working in Agile development environments and leading and mentoring other designers.

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Experience

Senior UX Designer at Trimble Viewpoint

OCTOBER 2021 - PRESENT

At Trimble we create software that helps construction companies manage projects, processes and people. My main task is to lead an international team that is designing a new suite of accounting and finance solutions.

➔ Design of an ecosystem of SASS tools for construction, with a special focus on accounting and finance.

➔ Contributed to the research efforts by conducting customer and stakeholder interviews, contextual inquiries, moderated usability tests, competitive audits, heuristic analysis, etc.

➔ Contributed to the development of Trimble's Design System, leading the team in charge of the responsive design layout and components.

Senior UX Designer at Goldstar Events

MAY 2015 - SEPTEMBER 2021

As a Sr. UX Designer at Goldstar, my main task was to lead the design of B2B solutions for our partners, but I also contributed to the consumer side of the business, leading the effort in modernizing our shopping experience. I worked closely with customers, stakeholders, development, and the product team to satisfy business requirements.

➔ Design of tools for ticket suppliers so they can manage and promote their inventory in our system.

- ➔ Design of administration tools for online events.
- ➔ Design of mobile first solutions for final customers, including a new seating chart UI for checkout.
- ➔ Creation of add-ons for partners like Eventbrite.
- ➔ User research: conduct interviews to customers, suppliers and employees, organize remote and in-person usability testings, creation of personas.

UI Designer and Front-End Developer at Lightspeed Systems

JULY 2012 - MARCH 2015

- ➔ Design of cross-platform solutions for My Big Campus, a K-12 learning management system, including Android, iOS, Windows 8 and Web apps.
- ➔ Implementation of semantic markup and concise and scalable CSS for different products.
- ➔ Creation of a live style guide used across several web products and followed by the rest of the developers in the company.
- ➔ Design of Classroom Orchestrator, a product used by teachers in order to monitor students' computers in real time.

UI Designer at HP AgriSystems

NOVEMBER 2011 - JULY 2012

Creation of visual identity, design of interfaces and front-end development for horsepower.com, an ag-oriented e-commerce website.

Web Designer at Micrographic Web Design

JANUARY 2008 - AUGUST 2011

This was my little digital shop in Valencia, Spain. We created corporate websites for hospitals, wineries and other midsize companies and we collaborated with several local organizations.

Web Designer at Katana Red

NOVEMBER 2006 - JANUARY 2008

Design of interfaces and front-end development at a digital agency, with special attention to in-house projects (online communities and e-commerce sites).

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Academic Education

Universitat Jaume I (Castelló, Spain) / Degree in Technical Engineering in Industrial Design

2001 - 2005

Non-Academic Education

UX Certificate - Interaction Design Specialty

NIELSEN NORMAN GROUP - UXC# 1041982, DECEMBER 2020

Interaction Design Training

COOPER U - PORTLAND, OREGON, NOVEMBER 2014

Interaction Design: Beyond the Wireframe

FUTURE INSIGHTS LIVE - LAS VEGAS, NEVADA, APRIL 2013

Other Skills

Prototyping and design software:

Figma, Penpot, Sketch, Maze, Adobe Creative Suite, Miro, Framer, Omnigraffle.

Front-end web development skills:

HTML, CSS/Sass, Javascript, Git, CMS integration.