
Carlos Cuéllar

Senior UX Designer

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Senior User Experience (UX) Designer with over 12 years of experience crafting software solutions across diverse industries. Highly collaborative with stakeholders to transform business goals into compelling, technically feasible experiences that meet user needs. Extensive experience building teams, mentoring designers, and driving impactful design solutions in agile environments. Fluent in English and Spanish.

SKILLS

Prototype, Interaction Design, Figma, Sketch, Axure RP, Photoshop, Illustrator, User Research, Dovetail, Maze, Miro, Omnigraffle, Front-end, HTML, CSS, Sass, Javascript, Git, Fluent Spanish.

EXPERIENCE

Senior UX Designer / Trimble

OCTOBER 2021 - PRESENT

- Led an international design team to create a modern suite of SaaS tools focused on accounting and finance solutions for the construction industry.
- Migrated over 60,000 users to a new login system with **a less than 0.5% error rate** by improving user flows and information architecture.
- Conducted user research, including customer and stakeholder interviews, contextual inquiries, moderated usability tests, competitive audits, and heuristic analysis, to inform and validate design decisions.
- Contributed to Trimble's Design System development, leading the team responsible for responsive design layouts and components to ensure consistency, accessibility and scalability across products.

Senior UX Designer / Goldstar Events

MAY 2015 - SEPTEMBER 2021

- Led the design of B2B solutions for ticket suppliers, enabling efficient management and promotion of inventory within the system.
- Designed administrative tools for managing online events, optimizing workflows for partners and internal teams and **reducing event posting time by 30%**.
- Created mobile-first solutions for consumers, including a redesigned seating chart UI to enhance the checkout experience that **improved conversion by 10%**.
- Developed add-ons for partners, such as integrations with Eventbrite, to expand platform capabilities.

UI/UX Designer / Lightspeed Systems

JULY 2012 - MARCH 2015

- Designed cross-platform solutions for My Big Campus, a K-12 learning management system, supporting Android, iOS, Windows, and web applications.
- Implemented semantic markup and scalable CSS to ensure web applications were efficient, maintainable, and accessible, **resulting in a 40% faster load time.**
- Introduced and developed a live style guide adopted across multiple web products, promoting design consistency and streamlining collaboration with developers.
- Collaborated on e-learning platforms and classroom management applications, enhancing usability for educators and students.

UI/UX Designer / 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 startup.

EDUCATION

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

2001 - 2005

Nielsen Norman Group / UX Certificate Interaction Design

DECEMBER 2020

Cooper U / Interaction Design Training

NOVEMBER 2014