

# 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

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#### 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**

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

2001 - 2005

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## **Non-Academic Education**

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### **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

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## **Other Skills**

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### **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.