

BRENDA JAUREGUI

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Portfolio: <https://brendsjz.my.canva.site/original-size-brenda-jauregui-portfolio>

PROFILE

A highly motivated and results-oriented professional with experience developing digital products and leading innovative projects. With proven experience working as Product Designer, Business and Innovation Consultant, Senior UX/UI Designer and Product Lead. UX Management Certified by Nielsen Norman Group, Silicon Valley. Passion for creating user-focus and human-centred solutions that align with commercial objectives. Knowledge of Agile Methodologies and Design Thinking. Ready to embrace the role of Senior UX/UI Designer.

My skills:

- Communication and Presentation skills
- Information Architecture and Wireframing
- User Experience (UX) Design
- Product Design
- User Research and Usability Testing
- Design Sprints

EMPLOYMENT

BANCO DE CRÉDITO DEL PERÚ (BCP)

LIMA, PERU

BCP is the largest and TOP banking entity in Peru, with more than 130 years in the market.

Senior Product Designer Consultant – 06/2024 – Present

- Lead the development of the main Salesforce product, create innovative design solutions related to the business using Salesforce System.
- Lead the product strategy with the Business Specialist and the Product Owner. In addition, present and negotiate deliverables with the main stakeholders.
- Facilitate successful product usability testing sessions using Excel and Maze as a research platform, which allowed the improvement of the product development and reach the business objectives.

SKILLMAPPER

PARIS, FRANCE (Remote)

Software development company that leverages AI to build digital solutions that can bridge the gap between education and employment.

Product Lead & UX - 10/2021 – 05/2024

- Lead a team of 10+ professionals across engineering, marketing, sales, and UX to conceptualize, develop, and launch successful products aligned with user needs.
- Spearhead the redesign of key product features, including the search page and Chrome Extension, resulting in a 65% increase in site searches and an 80% conversion rate.
- Facilitate successful ideation sessions using Design Thinking methodologies, generating innovative ideas for future product development.
- Ensure project transparency and alignment through clear communication with the CEO.
- Coordinate internal and external resources efficiently to ensure project success on time and within budget. Have weekly meetings with the company's team and potential clients to develop partnerships.

Co-op

LEEDS, ENGLAND

Is the UK's fifth biggest food retailer with more than 2,500 local and medium-sized consumer stores.

Business Consultant & Innovation - 03/2023 – 05/2023

- Conducted the industry benchmark, data analysis and interpret findings to identify trends, opportunities, and areas of optimization.
- Prepared and deliver presentation to the Marketing Manager offering innovative ideas to increase the sale in 40% of sustainable products.
- Supported the development and implementation of strategic plans and business processes.
- Stayed updated on industry trends, best practices, and emerging technologies to provide insights and recommendations.

INTERSEGURO

LIMA,PERU

The biggest insurance company of Peru that owns a portfolio of 2.2 millions of clients.

UX/UI Designer and Researcher - 12/2020 – 09/2021

- Leveraged user research and data analysis to identify user pain points and inform product improvements.
- Increased sales efficiency by 80% by implementing a new Sales System Management platform based on market research findings.
- Assisted senior manager with data collection, data entry, and integration of Excel tables for the business analysis of insurance sales.
- Persuaded company leadership to approve product design website changes based on data-driven insights, leading to a 75% increase in email marketing conversion rate.
- Improved user experience of the car insurance and travel insurance digital products by performing advanced marketing researching techniques and A/B testing.
- Collaborated effectively with the UX team to implement improvements that increased company sales.

REXTIE

LIMA,PERU

Peru's leading fintech for foreign exchange market services that has exchanged more than US\$4.5bn.

UX/UI Designer and Researcher - 06/2020 – 12/2020

- Led the user experience (UX) research for all digital products and services across web and mobile platforms.
- Collaborated with the team to conduct research using Design Thinking and Lean Start-up methodologies, employing tools such as user persona, empathy maps and journey maps. Analyse data from Excel dashboards and Power BI.
- Executed the usability testing of prototypes, adhering to usability heuristics, and utilizing remote testing programs: Maze and Lookback.
- Designed the user interfaces for web platforms and mobile apps, using Figma, Adobe Photoshop and Adobe Illustrator, considering Material Design principles as a guide.
- Proposed and executed innovative proposals solutions during all stages of the projects.

Wunderman Thompson

LIMA,PERU

New York-based global marketing communications agency with 200 offices in 90 markets around the world.

UX Writer and Content Designer- 06/2020 – 12/2020

- Executed innovative proposals during all stages of the projects and built the storytelling of the brand.
- Updated and optimized the content of the website. In addition, I developed the writing style of the platform.
- Collaborated and co-created with the client of a Brazilian corporation, to meet the objectives of serving a global audience, through the definition and maintenance of the style, voice and tone guide to ensure a consistent content experience.
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LUCKY

LIMA,PERU

Leading Business Group in Trade Marketing services for Latin America and the Caribbean.

Innovation Projects- 02/2019 – 01/2020

- Led the user experience (UX) research for all digital products and services across web and mobile platforms.
- Collaborated with the team to conduct research using Design Thinking and Lean Start-up methodologies, employing tools such as user persona, empathy maps and journey maps. Analyse data from Excel dashboards and Power BI.
- Designed and implemented Innovation projects for the positioning of products in the traditional and modern channel of companies. Did more than 80+ field research through interviews.
- Used Excel to collect quantitative and qualitative data, then I translated the information to make presentations to the members of the Executive and Management of the company.
- Created the digital prototype in Figma to test it with real users. Prepared a digital strategy for campaigns or publications for social networks. Designed innovative proposals and solutions under the Design Thinking methodology.

EDUCATION

UNIVERSITY OF LEEDS

LEEDS, UNITED KINGDOM

MSc Global Strategy and Innovation Management (2:1)

- Awarded the Masters Prize for Extracurricular Activity for participation in competitions organized by the Leeds Business School. Dissertation: Open Innovation in Peruvian Startups (Distinction)
- Finalist in the Leeds Business School & Co-op Sustainability Competition 2023.

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ

LIMA, PERU

B.Sc. Media and Communications

- Top 10% of graduates.

CERTIFICATIONS AND ACHIEVEMENT

Nielsen Norman Group – Silicon Valley, USA

NN/g UX Management Certified– 2022

[2nd place in the NASA Space Apps Challenge – Global, 2021](#)

I led a multidisciplinary team that in 3 days developed a digital platform to detect ocean debris through a satellite orbited by NASA and an interactive map powered by Google.

HEC Montréal – Montreal, Canada

Gestion de l'UX– 2022

Pacifico Business School – Lima, Peru

Customer Experience - 2021

IDEO – USA

Design Thinking - 2020

SKILLS

- **Technical:** MS Office 365 (Word, PowerPoint, Excel), Adobe Creative Cloud (InDesign, Photoshop, AdobeXD, and Illustrator) Figma, Sketch, Maze, Hotjar, Lookback, Jira, Trello, Notion, Slack, Zeplin, Google Analytics, and Teams. Knowledge of CSS, HTML and JavaScript.
- **Languages:** English (fluent), Spanish (native), French (intermediate)

VOLUNTEER

OPENCVID-PERU, LIMA, PERU

(UX) User Experience Lead – 2021

- Led the design and development of a website, tracking COVID-19, recovery data, and essential resources such as availability of ICU beds. Provided innovative user-friendly solution, simplifying access and comprehension of critical data for the public.
- Utilized Jira for project management, adhering to Scrum methodology to ensure efficient and timely task completion.