Lenin Cuadra

Product Designer UX/UI

4+ YEARS OF EXPERIENCE

I'm an experienced UX/UI and Product Design professional, excelling in creative problem-solving. Grounded in Design Thinking, I strategically craft meaningful user experiences.

I collaborate seamlessly with cross-functional teams, engaging developers, designers, and product managers, ensuring a holistic approach to product design.

Contact Info

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549-3513766049

Portfolio

Web LinkedIn

Product Designer

at PSH - @Follett

EDUTECH

KEY DESIGNED PRODUCTS SaaS

MAR/2024 PRESENT

B2B Corporation

Optimized the adoption process for course materials and supplies in an app primarily focused on Concierge and Faculty users, easing their workload and ultimately delivering value to students as the end users.

- Guided the design process from concept to implementation, facilitating smooth transitions and successful project outcomes.
- Collaborated closely with leadership to transform feature requests from ideation to delivery.
- Created detailed handoffs for the development team, ensuring clear and actionable design specifications.
- Designed and documented components in Figma, providing comprehensive guidelines to ensure consistency and ease of use.
- I participated in the user interview process alongside the design team; taking notes and defining the product based on research.

Product Delivery UX Design UX Research User Testing User Interviews UI Design Prototype Interaction Design Figma Design System FigJam UX Writing Visual Design Design Thinking Agile

Product Designer

B2B2C Startup

at Flevo

FINTECH / EDUTECH

JAN/2023 DEC/2023

B2B Corporation

JUN/2021 MAR/2022

KEY DESIGNED PRODUCTS

SaaS Checkout Loans

I defined and crafted user-centered UX/UI experiences for multiple products with a strong focus on product mindset within a dynamic startup environment.

- Building different types of Checkout: Vendors, Students, and a customized Button Checkout.
- Designing and optimizing end-to-end customer acquisition funnels to drive new customer acquisition.
- I developed a robust cell component with dynamic data and behavior to construct complex table
- · I created a robust cell component to build a complex table with different type of data and behaviors.
- Revamping and enhancing user experiences across multiple products, including the checkout process, funnel, and SaaS application

Product Discovery Product Delivery Product Roadmap Product Marketing UX Design UX Research User Testing User Interviews Clarity Google Forms UI Design Prototype Interaction Design Figma Design System HTML/CSS Workshop Facilitation FigJam UX Writing Visual Design Design Thinking Agile

Refactoring an audio-communication app from

Understanding the product with a Sitemap

for the Current-State -Ideation Workshops

within the UX team -Getting insights and

customer acquisition funnels to drive new

Creating an Empathy map. -Designing Low-Fi prototypes to understand the most-have

Designing in High Fidelity to handoff to

developers -Iterating with insights from

across multiple products, including the

Product Discovery Product Delivery UX Design UX Research User Testing User Interviews Clarity UI Design Landing page Prototype Interaction Design Figma

Design System Workshop Facilitation FigJam UX Writing Design Thinking

checkout process, funnel, and SaaS

Revamping and enhancing user experiences

empathy through User Interviews.

Designing and optimizing end-to-end

UX/UI Designer

at Avaya - @IncluIT

KEY DESIGNED PRODUCTS SaaS CPaaS

TELECOMMUNICATIONS

end-to-end applying:

customer acquisition.

in patterns design.

usability test.

application

LANGUAGES

- English (Advanced)
- Spanish (Native)

SKILLS

- Product Design
- UX/UI Design
- Facilitation & Workshop
- Mapping methods
- Information Architecture
- **Analytical Mindset**
- Empathy

TOOLS

- Figma
- Adobe XD
- Hotjar
- Clarity
- Google Analytics
- Miro
- FigJam
- Google Sheets
- Slack
- Google Slides
- Optimal Workshop

TECH STACK

- HTML5
- CSS3
- Bootstrap

INTERESTS

BUSINESS

- Product
- Business

MARKETING

- Growth
- Marketing
- Storytelling

PERSONAL

B2C SMB

- Leadership
- Personal Growth
- Specialty Coffee
- Psychology
- Blockchain & NFT

Product Designer

at Truenorth

MAR/2022 OCT/2022

B2B2C Startup

KEY DESIGNED **PRODUCTS**

FINTECH

SaaS Wallet Loans Funnel

Fintech - Rebranding a financial product to allow users to send money and pay with a debit or credit card.

- · Update components and styles for rebranding.
- Definitions of screens to cover the scope of the project; development of new features.
- Screen adaptation for a kiosk.

Loans - I rebuilt a product embedded in other products that give more financial opportunities to SMEs and independent entrepreneurs.

- From Wireframe to High Fidelity mockups.
- Creation of features and workarounds to solve customer problems.
- Versions for Mobile and Desktop in Figma with High Fidelity

Product Delivery UI Design Landing page Prototype Interaction Design Figma Design System UX Writing Agile

Product Designer

Naranja X

FINTECH

JUN/2020 MAY/2021

B2B2C Startup

KEY DESIGNED SaaS Checkout Payment Link PRODUCTS

Landing Page Developer Experience

AUTOMOTIVE AGO/2019 MAY/2020

KEY DESIGNED PRODUCTS Landing Page

UX/UI Designer at Montironi

Fintech - Designing a finance Product from scratch for the B2B and B2C space! (6 months)

- Carrying out Research techniques: Usability tests, Benchmarks and CardSorting
- Creation of Diagrams: UserFlows and Sitemaps
- Definition and Strategy of Microcopy of each UI in favor of the User Experience
- I created a robust cell component to build a complex table with different type of data and behaviors.
- Lo-Fi Wireframe Prototype Design and Hi-Fi Mockup Design using Adobe Xd
- Use of the Zumo Design System and its Design Patterns, based on Material Design
- Constant communication with the Product Owner and the Developers of the team to make decisions based on the available technologies, the times and the scope of the project to create solid MVPs.

SaaS - Rebuilding an in-house Product! (6 months)

that increase the Time-to-Market by empowering the User Experience for the Developers in the company.

- Doing User Interviews in colab with the team
- Mapping Qualitative Data with Empathy Maps
- Analyzing quants and quals Data gathered from Hotjar and Google Analytics tools -Creating User Personas
- Using Material Design with Figma for the UI platform
- Applying a data-driven mindset for decisions making

Content - Designing a Content Website for the Tech Culture! (3months)

- Wire-framing in Low and High fidelity using Figma
- Using the Design System of the brand
- Delivering Google Slides Templates created from a Google Sheets' charts applying UX/UI foundations.

Product Discovery Product Delivery Product Roadmap Product Marketing UX

Design UX Research User Testing User Interviews Clarity Google Forms UI

Design Prototype Interaction Design Figma Design System HTML/CSS

Workshop Facilitation FigJam UX Writing Visual Design Design Thinking Agile

UX/UI/Visual Designer

B2C Startup

at Mdos4

HEALTH TECH

APR/2019 | MAY/2020

KEY DESIGNED PRODUCTS SaaS Landing Page

Designing for three different product; an App, a web pages and landing pages for every business target.

- A / B tests of copies, images and buttons
- Designing and optimizing end-to-end customer acquisition funnels to drive new customer acquisition.
- Testing with internal company personnel.
- Heatmaps and recordings of visits.
- Insights taken from Google Analytics.

Product Marketing UI Design Landing page Prototype Interaction Design Adobe

XD Visual Design

Comprehensive User Experience Optimization and Interface Design for Lead Generation and Continuous Improvement on Digital Platforms.

- UX / UI design and validation to generate landing leads, websites and newsletters using:
- A / B tests of copies, images and buttons.
- Insights taken from Google Analytics and heat-maps

UX Design UX Research User Testing UI Design Landing page Prototype
Interaction Design Adobe XD Visual Design