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Summary

I'm a designer with a successful track record in Product Design, User Experience, Qualitative and Quantitative User Research, Data Analysis, User Interface Design, and Branding. I've helped create an online bank from scratch, been part of a team creating a loyalty app for one of the UK's biggest and most renowned family of brands, helped simplify the ordering process (generating higher conversion) for personalised dog food, and was pivotal in the creation of one of the first apps and platforms allowing GPS tracked sports and activity analysis for one of the world's biggest navigation companies.

Experience

Senior UX Designer

Turnitin

May 2021 - Present (11 months +)

Since joining Turnitin, I have led initiatives for different products with different levels of UX maturity. I facilitate workshops of different kinds, and I'm involved in the design process from research up to development, including overseeing design QA and measuring results.

I have been working independently within a UX organisation that works collaboratively to give and receive feedback. I've mentored junior designers and have been instrumental in hiring new team members.

Accomplishments:

Facilitator

Facilitated Internal Discovery workshops and research which went on to inform the Product Team's priorities and goals for 2022.

Led Product and Development sessions to agree and set OKRs for 2022.

Researcher

Ran early-stage Usability research which allowed for timely iterations of a key project.

Conducted and documented internal discovery research for a variety of products and projects to create alignment and understanding internally on a variety of products, projects and processes.

Ran, analysed and documented user interviews to understand different aspects of different projects.

Analysing, synthesising and presenting those finds has helped product, design and development efforts.

Designer

Rapid prototyping for quick feedback loops and timely iteration.

Build two Design systems for different products with different needs, and helped and advised during the creation of a company-wide design system.

Lead UX/UI Designer

Oct 2017 - Oct 2018 (1 year 1 month)

I headed a small team of designers working on developing desktop platforms, mobile apps, and the corporate identity and marketing for this Amsterdam-based startup.



Product Designer

Virgin

Mar 2017 - Jun 2017 (4 months)

Lead User Experience and Product designer for Virgin Red, a loyalty and rewards app for UK customers of the full portfolio of Virgin sister companies. I was in charge of creating a seamless experience for Virgin Red users, liaising with marketing, engineering, and customer care of over 10 separate companies across the UK. Managing a team of external and freelance visual and interaction designers.



Senior Product Designer

Urban

Jan 2016 - Dec 2016 (1 year)

I was responsible for the visual creation and direction of both products and branding. I oversaw the full product ideation. I was responsible for the whole User Experience Design, including UX research, creating wireframes, prototypes and user flows all the way to the creation and maintenance of design systems. I lead and set up A/B tests, usability testing, user research, interviews, facilitated workshops, promoted design thinking strategies, and lead the move towards a lean product development process. I also did a lot of the branding, graphic design when needed for marketing and other areas of the business where design was required.



Senior Digital Designer

tails.com

Jun 2015 - Nov 2015 (6 months)

Lead visual designer for all things digital. Leading also the agile team (visual/UX/dev), managing web projects from design to completion. The creation of user stories and managing their completion on a weekly basis was also part of my responsibility as it was working with a UX designer on setting up user research interviews, going through the feedback gathered in those sessions, and putting forward recommendations to the senior management team as to new functionality needed. I also created and maintained design systems based on the company's visual style.



Lead Product Designer

Monese

Dec 2014 - May 2015 (6 months)

Lead visual designer, creating and building all aspects of the visual identity of the app and company from scratch. During my brief time at Monese, I created a strong, recognisable look & feel for both the company's corporate identity and the app's UI.



Web Designer/Art Director

TomTom

Nov 2012 - Dec 2014 (2 years 2 months)

As part of the Brand team in the Visual Design Studio, I was directly responsible for the Art Direction of TomTom's complete online presence. Some of those responsibilities were: web design, translating

TomTom visual brand guidelines into the digital world: websites, web applications, and social media and e-mail campaigns.

Web Designer

TomTom

Oct 2011 - Nov 2012 (1 year 2 months)

Design and Production of online marketing and sales materials for TomTom.com, e-mail campaigns, external sites, affiliate programs, and other websites of the TomTom Group. Align with the Brand team on the overall look and feel of TomTom's online presence.

Online Designer

Mexx

Nov 2009 - Jul 2010 (9 months)

Responsible for the design of online marketing materials and concepts for mexx.com and the Mexx e-Shop. Developing and executing design concepts for online promotions and campaigns and updating them on a weekly or monthly basis. Giving copy and design advice to the project managers and online marketing managers.

Graphic Designer

Upper Deck International

Feb 2009 - Oct 2009 (9 months)

Marketing Department. Reporting to the Marketing Director.

Responsible for the design of all sorts of marketing materials for the products and brands of Upper Deck International. These marketing campaigns and their respective graphic material (print or online) were created for the whole of Europe, Asia-Pacific and Latin America from the office in the Netherlands. Also responsible for the maintenance of the graphic database for marketing purposes.

Graphic Designer

Foot Locker

Mar 2008 - Dec 2008 (10 months)

Marketing Department, Graphic Studio. Reporting to Manager Graphic Studio.

Responsible for the graphic direction of Foot Locker shops throughout Europe. Creation and design of POS material, Exclusive Catalogue, art direction of Foot Locker TV, design and coordination (whether creative or technical) of microsites for different campaigns.

Art direction for marketing campaigns, both Foot Locker and vendor driven, consisting of project management of the campaign, creative direction, design of POS material, in-store concept creation and implementation, in some cases even the creation of the marketing campaign for BTL and ATL. Ad hoc projects for both internal and external communication. Working closely with Brand Concept team, Media team and Visual Merchandising team.

Education



Universidad de Chile

Modern Languages

1999 - 2003

Licenses & Certifications

 **UX Research for Agile Teams** - LinkedIn

 **Design Thinking: Understanding the Process** - LinkedIn

 **Design Thinking: Implementing the Process** - LinkedIn

 **Foundations of User Experience (UX) Design** - Google
JHAPPS3R7TA7

 **Start the UX Design Process: Empathize, Define, and Ideate** - Google
KMDRZAKKFH3X

Skills

Typography • Wireframing • Interaction Design • UX Research • User Experience Design (UED) • Workshop Facilitation • Usability Testing • Prototyping • Design Systems • Web Content Accessibility Guidelines (WCAG)