

Hi, I am a Madrid-based designer. I specialize in user experience design. Over my more than 15 years of experience, I've advocated for users, managed, contributed to, and mentored creative teams. I have launched successful designs and strategies that help clients increase revenue, size, and reach.

I am currently seeking ux design opportunities in the Madrid area or as part of a remote US or EU team.

Work Experience

PRESENT

Consultant, Madrid, Spain

UX strategy and digital design.

9.2018

11.2017

Responsible UX, Prodigioso Volcán, Madrid, Spain

Prodigioso Volcán is a full-service design agency

I worked on the UX strategy, userflows, wireframes, prototyping and design for clients' sites and applications. I performed usability and performance audits on commercial sites for pitches. I created responsive templates and style guides for digital projects. I ran a series of in-house courses on user experience tools and best practices. Clients included Bankia, Oracle, BBVA, Fundación BBVA, Ferrovial, Ecoembes and Pérez-Llorca.

12.2017

7.2016

Consultant, Madrid, Spain

Managed and/or delivered on various online projects, from sketching concepts to hi-fidelity designs to coding up mocks and QA of deployments. I worked one-on-one with clients as well as part of a distributed product team. Clients included LivePerson (NYC), Matillion Inc (UK), Prodigioso Volcán (Spain)

7.2016

5.2015

UX Director, LivePerson, Inc., New York, NY

LivePerson develops products for online messaging

As the director of ux design I led the creative strategy and ux design of LivePerson's e-commerce and acquisition websites. Projects included partner integrations, reviewing the pricing and flows for acquisition, and constantly reviewing metric and user data to iterate on design and strategies. I mentored junior UX designers and web developers and directly managed a team of 8. I initiated the use of development frameworks and style guides to support consistency across the companies digital properties. The position involved regular interactions with the executive team, as well day-to-day activities with remote and international team members and partners.

- 4.2105
4.2013 **UX Architect, LivePerson, Inc., New York, NY**
I was responsible for the ux architecture and technical strategy for LivePerson's e-commerce and acquisition websites. I initiated the company's first user research project on pricing. I helped to develop a systematic testing program for the company's website resulting in a 3x improvement on conversion clicks and a decreased bounce-rate of more than 12%. I created sitemaps, wireframes, CRM & digital asset maps, as well as functional spec. documents to support the design and development processes. The position involved day to day working/negotiating with international business directors and team members.
- 4.2103
4.2012 **Senior Front-end Developer, LivePerson, Inc., New York, NY**
Worked closely with an international team of art directors, designers, product architects and key stakeholders throughout the company to launch responsive web and mobile sites. Involved coding in HTML, CSS & Javascript, as well as building custom sites in Drupal and emails marketing templates in Marketo.
- 7.2012
9.2007 **Independent Web Developer & Designer, Madrid, Spain**
Creative direction, IA, UX design and web development for a variety of clients. Highlights included being the lead developer for launch of LivePerson's corporate Intranet which won Nielsen's 10 best intranet sites of 2012 (<https://www.nngroup.com/news/item/2012-intranet-design-awards/>). Information architecture and creative director for Spanish language magazine, Fronterad (www.fronterad.com)
- 6.2007
2.2005 **Restaurant Owner, Lo Moli, Near Tarragona, Spain**
Co-owner and operator of restaurant.
- PRIOR
TO 2005 I lived in Brooklyn, NY. I worked at a B2B startup, a magazine publishing company and a tv station. I was doing both print and web design and teaching myself to code.

Skills

UX strategy
Customer journeys
Responsive design
Material design
Information architecture
Interaction design
Interactive prototyping
HTML / CSS
Workshop facilitation

UX tools

Sketch
Adobe CS
Figma
Principle
Adobe XD
Invision
Zeplin
OmniGraffle
Axure

Software

Drupal
Wordpress
Hubspot
Marketo
Shopify
Salesforce
Zuora
Jira
Slack

Education

1996 **MFA**, Photography
Academy of Art University,
San Francisco, CA

1991 **BA**, Film & Communications
McGill University,
Montreal, Canada

Native English,
High level Spanish