

## ABOUT

Senior Product Designer and Lead UX Designer with experience in digital product design, UI design, prototyping and interactive design for web, mobile, and wearable tech.

Experience in agile and scrum methodology and leading multidisciplinary teams while overseeing product creative direction, design strategy, concepts, user testing, feature validation, development and product launch.

Passionate about problem-solving through design thinking and systematic solutions that enable teams to work smarter. Currently, I hold a high curiosity for bitcoin, future agriculture, and education.

## PROFESSIONAL SKILLS

- Sketch App & Adobe Creative Suite
- UX Research & UX Testing
- UI Design (Mobile, Web & Wearable)
- Prototypes: InVisionApp, Flinto, & Framers JS
- Agile and Scrum Methodology
- HTML and CSS (working Knowledge)
- Project Management
- Keynote and PowerPoint
- Business Development
- Fluent in Spanish (verbal and written)

## WORK EXPERIENCE

### Sr. UX & Product Designer

### PricewaterhouseCoopers Digital

August 2015 - Present

I lead User Experience Design and Product Design efforts to help Fortune 500 companies develop or grow their businesses through customer experiences, helping them bridge the gap between digital and analog and delivering personal and contextual experiences powered by technology and analytics.

- Lead projects for desktop and mobile platforms with a UX/UI interaction focus
- Device to high-level strategic decisions with product and executive teams
- Create prototypes to help stakeholder understand product features
- Advocate for best UX standards and product design practices
- Experience taking conceptual ideas and turn them into useful and valuable products
- Experience creating design flows that are incredibly simple and elegant
- Experience designing and testing using Sketch App and InVision App
- Establishing visual creative direction for user experience and product designs
- Drive concepts and design ideation while inspiring and mentoring junior designers
- Work closely and build relationships with project managers, engineers, and strategists
- Oversee the user experience of products (conception - launch)

### Sr. Product Architect & Lead UI/UX

### Rokk3r Labs (Startup Incubator)

August 2014 - August 2015

Held a key role in the development, management, and strategy of three startups. As team leaders, I was in constant search for opportunities to make major contributions to products development, user research, and helped the company evolve into new markets.

- User experience design for mobile, tablet, desktop and cloud offerings
- Create UI/UX design concepts from creative briefs or draft requirements
- Work closely with product definition and stakeholders in driving user goals
- Create information architectures and visual design concepts
- Develop design specifications and prototypes; validate Engineering and Usability
- Use case development and build modular designs for scalability
- Deliver wireframes, UX flows, interactive prototypes, specs and final asset
- Collaboration with growth/Marketing, engineering, entrepreneurs, and partners
- Prepare deliverables for development teams to ensure on time execution
- Lead usability and user interface testing for design refinement

## Sr. Visual Designer / UX Designer

Partnered with technical writers, user interface leads, developers, usability staff, technical marketing, and other members of cross-functional teams to establish a forward-looking framework for the visual appearance of Mathworks products and documentation.

## MATLAB: The MathWorks Inc.

February 2013 - August 2014

- Managed large, complex projects from start to ship
- Maintain graphic assets in a comprehensive accessible library
- Oversaw consistent implementation
- Create design guidelines for doc writers for basic graphics
- Work with web/app developers to prototype, present and implement projects
- Continuously explore visual design directions on Windows, Mac, and the Web
- Define technical requirements for doc graphics
- Develop design specifications and prototypes; validate Engineering and Usability
- Work with cross-functional teams to visualize technical concepts and workflows

## Marketing Director

Led and managed the marketing department overseeing all design needs. Conceptualized and executed the company's rebranding, creating a new consistent ecosystem of the brand.

## Community Music Center of Boston

May 2008 - February 2013

- Manage JR staff (Graphic Designers / Photographers and Special Projects)
- Rebrand organization and rehabilitated community visibility
- Executed user interface design for the web and online marketing campaigns
- Creative Direction of all graphic design projects and collateral materials
- Concept, development and management of all e-newsletter campaigns
- Management of time lines, budgets, products/vendor relationships
- Conduct competitive research to identify opportunities and acquire new members
- Developed a strong community presence and outreach marketing system
- Created online presence for social media channels (twitter, facebook, youtube)

## Creative Director

Founded Roots United Clothing Co. A brand celebrating Latin American culture through high-quality apparel design. I managed concepts, ideas, and product design, as well as supply chain, marketing, and online sales.

## Roots United Clothing Company

January 2004 - January 2013

- Built one of the most authentic and unique Latino focused brand in the U.S.
- Studied and researched the Latino market to understand demands
- Developed interface design for e-commerce website and online marketing campaigns
- 1. Product design 2. Graphic design 3. Packaging 4. Marketing
- Developed a strong community presence on social media platforms
- Constant study and deep understanding of all competitors
- Implemented market focused Pay Per Click campaigns

## Jr. Designer

Managed product visual for clients and enhanced technical drawings of projects and concepts using Adobe design programs.

## McMannus Architects Inc.

August 2005 - December 2006

- Translated concept sketches into professional construction drawings
- Enhancement of presentation for current and potential clients
- Assisted team with technical drawings project

## AWARDS

**Entrepreneurial Spirit Award**  
Boston Latino Television

**LLOP Award**  
Latino Leadership Opportunity Award

**Big Brother**  
Community Service Achievement Award

## EDUCATION

Bachelor Fine Arts  
Massachusetts College of Art and Design  
2001-2005

Fine Arts/Graphic Design  
University of Massachusetts Boston  
1999-2001

Electronics Technology  
New England Institute of Technology  
1996-1998