

Professional Summary

I specialize in optimizing products, processes, and systems (both digital and non-digital) to enhance efficiency and business outcomes. With over 10 years of experience, I leverage research, data analysis, and agile methodologies to design solutions aligned with strategic business objectives.

I excel in critical and analytical thinking, solving complex problems, and effective communication. My approach ensures that design solutions align with both user needs and business goals.

Technical Skills:

**UX Research**, UX Audit, **Data Analysis**, Design Thinking, **Usability Testing**, Information Architecture, **Wireframing**, Interactive Prototyping, **Accessibility**, Responsive Design, **Web & Mobile Design**, Adobe Creative Suite, **Figma**, AI Tools, **Agile Methodologies**, Process Improvement & Operational Efficiency.

Soft Skills:

**Effective Communication**, Teamwork, Problem-Solving, **Critical Thinking**, **Stakeholder Management**, Leadership, **Mentorship**, Adaptability, **Empathy**, Time Management, **Decision-Making**.

Languages - **Spanish:** Native | **English:** Intermediate | **Portuguese:** Intermediate

Professional Experience

InnovationDS, Montevideo, Uruguay

Partner / UX Strategist - Researcher - Analyst

<https://www.innovationds.io/>

Mar. 2024 - Present

I analyze and optimize processes through research and data, enhancing user experience and aligning strategies with business objectives to maximize efficiency and profitability.

Startup de Legal Tech, Montevideo, Uruguay

Co-Founder / UX Designer

Dec. 2022 - Oct. 2023

Led the UX/UI design for a legal tech platform aimed at improving access to legal services. Collaborated with developers and legal professionals to align solutions with market needs. Developed key skills in project management, team leadership, and problem-solving within a startup environment.

<b>Globant Design Studio, Montevideo, Uruguay</b> <b>Senior UX Designer &amp; Team Lead</b> <b>Clients: Tenaris, LATAM Airlines, BBVA, Openbank, Inter-American Development Bank, DirecTV, Banco Macro, Provida AFP.</b>	Nov. 2013 - Dec. 2022
Drove UX strategy within multidisciplinary teams, optimizing digital products and processes with a business-aligned approach. Led design teams, fostered continuous improvement in user experience, and mentored professionals. Additionally, contributed to strategic decision-making and presales, supporting the company's growth and differentiation.	
<b>Xtra Studio, Montevideo, Uruguay</b> <b>Co-Founder / Visual Designer / Web Designer / UX Designer</b>	Jan. 2009 - May. 2023
Designed visual identities and digital solutions for multiple clients, covering branding, web design, and UX. Optimized usability and interaction across digital platforms to enhance user experience.	
<b>Ferrum, Montevideo, Uruguay</b> <b>Head of Administration &amp; Finance</b>	Jan. 2001 - Apr 2029
Managed the company's financial operations, ensuring cash flow, collections, and commission settlements. Coordinated key banking transactions and supervised raw material and supply stock, optimizing production and procurement.	

## EDUCATION

<b>UX 365 Academy, Montevideo</b> Developed skills in UX strategy, product and service design, process optimization, and project management. Focused on aligning UX with business objectives and optimizing resources to maximize impact.	2022
<b>Interaction design foundation</b> Gained expertise in interaction design, usability, and information architecture, applying UX research, heuristics, and user-centered design. Additionally, developed skills in service design, accessibility, and digital experience optimization.	2020
<b>Alianza Cultural Uruguay - Estados Unidos, Montevideo</b> Earned the <b>First Certificate in English (FCE)</b> with an excellent score, demonstrating an advanced level of comprehension, communication, and writing skills applicable in professional and business environments.	2015
<b>Graphic Design Technician, Universidad del Trabajo del Uruguay (UTU), Montevideo</b> Education in visual design and communication, focusing on brand identity, editorial design, illustration, and graphic production. Strong foundation in typography, composition, and digital tools.	2005
<b>Architectural Assistant Technician, Universidad del Trabajo del Uruguay (I.E.C), Montevideo</b> Titles obtained: <b>Draftsman, Technical Draftsman, Architectural Assistant.</b> Training in technical drawing, architectural project development, materials, and construction systems.	2002