



UX/UI Designer

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Profile

With over 13 years of experience, I specialize in User Experience Interaction Design (UX), User Interface Design (UI), and digital product strategy. My passion is crafting intuitive, user-centered experiences by thoroughly understanding user needs, pain points, and business objectives. I excel at translating research insights into actionable design solutions that enhance engagement and usability.

I thrive in cross-functional collaboration, working closely with product managers, developers, and stakeholders to create seamless digital experiences. My goal is to design products that are both visually appealing and highly functional.

Skills

Hard skills:

User Experience Interaction, User Interface and Research.

Soft skills:

- Problem-solving & critical thinking
- Detail-oriented & user advocacy
- Team player & cross-functional collaboration
- Leadership & people management
- Effective communication & stakeholder management
- Information architecture & systems thinking
- Adaptability & continuous learning
- Time management & prioritization

Design tools:

Figma, Sketch, Axure, In Vision, Adobe XD, Illustrator, Photoshop, and InDesign.

Methodologies:

Design Thinking, User-Centered Design, and Agile.

Frameworks:

Google Material Design and Bootstrap.

Languages:

English and Spanish.

Experience In

User Experience (UX) Interaction Design:

Requirements gathering, concept ideation, design strategy, information architecture, task flows, user flows, low & high fidelity wireframes, interaction patterns, prototyping (low & high fidelity), and designing/redesigning native mobile apps, web apps, and enterprise platforms.

User Interface (UI) Design:

Visual design, typography, color theory, layout design, interactive components, style guides, and design systems. Proficient in creating pixel-perfect UI, ensuring accessibility compliance, and designing responsive web and mobile interfaces.

User Experience (UX) Research:

Benchmarking, heuristic & competitive analysis, research plans, stakeholder & user interviews, business analysis, product audits, journey mapping, personas, ethnographic research, and defining HMW statements. Experienced in usability testing, A/B testing, heuristic evaluation, user feedback synthesis, and research reporting to refine designs based on data-driven insights.

Education

CERTIFICATION

MAY 2022 – JUN 2022

LUMA INSTITUD

Human - Centered Design

CERTIFICATION

FEB 2019 – JUN 2019

SPRINGBOARD

UX Design

OTHER CERTIFICATIONS

- New Manager Foundations
- Critical Conversations
- Coaching and Developing Employees
- Overcoming Perfectionism
- Decision-Making in High-Stress Situations
- Building Your Team
- How to Support Your Employees' Well-Being
- How to Create a Perfect Elevator Pitch
- Presentation Tips for Pitching to Investors
- Leadership Toolkit- Facilitating a Workshop
- The Secrets to Success at Work
- UX Metrics
- UX Design Ops
- Mastering Self-Leadership
- Human-Centered Leadership
- Managing for Results
- Humble Leadership- The Power of Relationships, Openness, and Trust
- Figma for UX Design
- Sketch Essential Training
- Sketch for UX Design
- Adobe XD
- UX Design
- Storytelling for Change
- Basic Photography
- Advance Photography

BACHELOR'S DEGREE

SEPT 2007 – JULY 2012

SUPERIOR INSTITUTE OF DESIGN IN CUBA (ISDI)

Visual Design

VOCATIONAL AND TECHNICAL EDUCATION

SEPT 2004 - MAY 2007

POLYTECHNIC INSTITUTE FERNANDO AGUADO Y RICO

Technical Computing, Specialization in Digital Design

COX AUTOMOTIVE

Lead UX Architect

JUN 2021 – PRESENT

- Led the UX strategy and interaction design across multiple software projects, identifying areas for improvement and implementing user-centered solutions to enhance product experiences.
- Designed and optimized user flows, task flows, information architecture, wireframes (both low-fidelity and high-fidelity), and interactive prototypes for web and mobile applications.
- Implemented a structured UX process that significantly improved coordination between UX, Product, and Development teams.
- Developed a UX requirements documentation framework, which is now adopted across all Cox Automotive UX release trains, serving as a single source of truth for reviews and planning.
- Designed and launched the DesignOps framework, optimizing project intake, role, and task alignment, problem definition, goal setting, and success metrics tracking to enhance team efficiency and accountability.
- Encouraged open collaboration through design sprints, workshops, and cross-functional discussions, which optimized processes and integrated innovative technologies.
- Advocated for UX best practices by educating stakeholders on design thinking, user research, and interaction design to align UX efforts with business objectives.
- Managed ongoing projects and planned new initiatives, ensuring high-quality deliverables, timely execution, and cross-functional alignment.
- Mentored and coached the User Experience Interaction team, including senior and junior designers, by assessing their strengths and areas for growth to assign projects and support their professional development effectively.

Senior Product Designer

FEB 2021 – JUN 2021

- Oversaw UX interaction and UI design for all Recon applications, ensuring seamless and intuitive user experiences.
- Translated customer needs into user-centered product designs, guiding them through each stage of the design and development process to bring ideas to life.
- Created user flows, wireframes (lo-fi & hi-fi), prototypes, and interactive UI components to enhance usability and efficiency.
- Collaborated closely with the UX research team to conduct user interviews, affinity diagrams, empathy mapping, personas, and user stories to inform design decisions.
- Partnered with cross-functional teams to validate designs through usability testing, ensuring optimal user experience and accessibility.

GENERAL MOTORS - PEOPLE TECH GROUP

Lead Product Designer

RTOS Team

MAR 2020 - FEB 2021

- Led UX and UI design for vehicle software development in 2023 and 2024, ensuring a seamless user experience.
- Mentored design teams on interaction, usability, and visual consistency to enhance product quality. Developed the "In-depth Analysis" framework to bridge gaps between design specs and final implementation.
- Conducted design reviews and usability audits to align products with user needs and standards.
- Collaborated with cross-functional teams to incorporate user-centered design throughout the development process, advocating for UI best practices and consistency across interfaces.

Product Designer

JAN 2019 - MAR 2020

Led the design, documentation, implementation, and maintenance of features for the Settings application in 2022-2024 vehicles.

Some of the projects I am proud of:

- Led the design, documentation, implementation, and maintenance of features for the Settings application in 2022-2024 vehicles.
- Designed and implemented V2X (Vehicle-to-Everything), enabling vehicles to communicate with infrastructure for a smarter, integrated traffic system.
- Integrated Google Settings into GM Infotainment Systems, enhancing user experience and connectivity.
- Redesigned ambient lighting UI/UX for 2023+ vehicles, improving visual appeal and user control.
- Overhauled the conversation enhancement UX for 2023+ vehicles, optimizing voice interaction for a seamless experience.

XML Lead & UX Designer

SEP 2017 - JAN 2019

- Led XML implementation and QA for key applications, including Cluster, Settings, Updater, Connection Manager, Devices Projection, Safety, Seat Status, Drive Mode, and My Mode in 2018-2021 GM vehicles.
- Designed and maintained the GM iconography system for vehicles from 2020-2022, ensuring visual consistency and clarity.
- Collaborated with cross-functional teams to align design specifications with development and quality assurance processes.

START MY LEASE

Lead Product Designer
JUN 2020 – FEB 2021 (PART-TIME)

AQUATTRO

Product Designer
NOV 2014 – MAR 2016

RCC WEB MEDIA AGENCY

UX/UI & Front-End Developer
JAN 2017 – AUG 2017

RADIOCUBA

Graphic Designer
SEPT 2012 - OCT 2014

PATRICIA FOUNDATION

Creative Director
MAR 2016 – JAN 2017

Honors & Awards

COX AUTOMOTIVE 2023 CAPG TOWN HALL

SEP 2023

ISSUED BY COX AUTOMOTIVE

Winner of the Cox Automotive 2023 CAPG Town Hall in the Learning and Development category

COX AUTOMOTIVE HACKATHON 2023

MAY 2023

ISSUED BY COX AUTOMOTIVE

Best in Show Project Award

WARDS AUTO 10 BEST USER EXPERIENCE WINNER

JAN 2021

ISSUED BY WARDS AUTO - ASSOCIATED WITH GENERAL MOTORS

Part of the User Experience Team of the 2021 Cadillac Escalade – In charge of User Experience of the vehicle Settings application.

WARDS AUTO 10 BEST USER EXPERIENCE WINNER

OCT 2020

ISSUED BY WARDAUTO - ASSOCIATED WITH GENERAL MOTORS

Part of the User Experience Team of the 2020 Chevy Trailblazer – In charge of the XML implementation of the following apps: Cluster, Settings, Updater, Connection Manager, Devices Projection, Safety, Seat Status, Drive Mode, and My Mode.

WARD SAUTO 10 BEST USER EXPERIENCE WINNER

OCT 2019

ISSUED BY WARDS AUTO - ASSOCIATED WITH GENERAL MOTORS

Part of the User Experience Team of the 2019 Chevrolet Blazer – In charge of Custer Non-Infotainment System, Connection Manager, Device Projection & Seat Status.

WARDS AUTO 10 BEST USER EXPERIENCE WINNER

OCT 2018

ISSUED BY WARDS AUTO - ASSOCIATED WITH GENERAL MOTORS

Part of the User Experience Team of the 2018 Cadillac CT6 – In charge of Custer Non-Infotainment System, Connection Manager, and Device Projection.