

UX DESIGNER

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PROFESSIONAL SUMMARY

UX Designer with +2 years of experience specializing in advertising experiences, currently at Amazon Ads. Led design strategy and execution for ad solutions that empower advertisers to reach their target audiences effectively. Skilled in prototyping, usability testing, and interaction design, with expertise in Figma. Fully bilingual in English & Spanish.

AREAS OF EXPERTISE

UX Design, User Flows, Problem Solving, Journey Maps, System Analytics, Design System, Wireframing, Mockups, Prototyping, Design Thinking, UX Research, Usability Testing, UX Writing, Mobile Web Dev, Time Management, User-Centered Design, Attention to Detail, Cross-Channel Experience, Collaboration Skills.

PROFESSIONAL EXPERIENCE

AMAZON Ads | UX Designer I | New York, USA | Jan 2024 – Present

- Led end-to-end UX design for user registrations, account management, and permissions across all Amazon Ads products. Streamlined account-related actions, eliminating the need for users to switch between accounts, improving efficiency by 20% and reducing friction for users managing multiple accounts.
- Designed and optimized billing promotion interfaces for Sponsored Ads and ADSP (Amazon Demand Side Platform), enabling users to view eligible offers, track promotions, and analyze rewards with interactive data tables and data visualization. This led to a 25% increase in engagement and a 15% increase in promotion redemption.
- Collaborated with developers to design an AI/ML-powered recommendation system for the ADSP order campaign setup page, providing personalized KPIs that boosted campaign efficiency by 20% and increased user satisfaction by 18%.
- Led the redesign of the Creative Gallery within ADSP, improving ad creative discovery. Partnered with product managers and UX researchers to address pain points, reducing the time spent searching for creatives by 30% and increasing usage frequency by 20%.
- Partnered with cross-functional teams, including product managers, developers, UX writers, and UX researchers, to ensure design solutions met business goals and technical feasibility, contributing to successful project launches.

Skills used: UX/UI Design, Wireframing & Prototyping, Figma, Cross-Functional Collaboration, Information Architecture, Data Visualization, Agile Methodology, AI/ML Design, Quip, Accessibility & Usability.

UNIVERSITY OF MARYLAND BALTIMORE COUNTY | UX Designer I | Baltimore, USA | Jan 2023 – Dec 2023

- Led UX redesign for the College of Engineering and Information Technology (COEIT) webpage at the University of Maryland Baltimore County (UMBC), enhancing usability and accessibility to deliver a more intuitive user experience.
- Conducted user interviews with 10+ users, identifying pain points and gathering actionable insights that informed design decisions and improved the site's overall user journey.
- Developed and implemented responsive UI designs using Figma, optimizing cross-browser and mobile performance, and improving compatibility across various devices, resulting in an improved user interface.

Skills used: UX/UI Design, User Research, Usability Testing, Wireframing & Prototyping, Responsive Web Design, Figma, Adobe (Photoshop, Illustrator, Premiere, InDesign), Cross-Browser Compatibility, Accessibility, User Interviews.

AMAZON Ads | UX Designer Intern | New York, USA | May 2023 – Sept 2023

- Designed and implemented a saving and storing feature for Amazon Marketing Cloud (AMC), allowing users to preserve and access in-progress and final SQL statements from the UI console.
- Collaborated with cross-functional teams to integrate insights from market trends and similar products, ensuring alignment with industry standards.
- Conducted user testing with both internal and external stakeholders, refining the design solution based on feedback.
- Delivered a cohesive design that adhered to Amazon's design guidelines, ensuring seamless integration with existing features.

Skills used: UX/UI Design, User Testing, Cross-Functional Collaboration, Figma, Wireframing & Prototyping, User-Centered Design, Market Research, SQL Integration, Design Systems, Usability Testing, Amazon Design Guidelines.

GROWTH LEADS | UX Content Designer | Remote | Feb 2021 – Jan 2023

- Conducted UX research to identify user pain points, behaviors, and needs within the iGaming industry, translating findings into actionable content strategies that aligned with user expectations.
- Implemented SEO best practices and performed keyword research to optimize content, increasing website traffic by 20% and improving product visibility, ensuring a better user experience across platforms.
- Developed user-centered content strategies for blogs, articles, and product reviews, focusing on usability and readability, which improved user engagement and satisfaction within the affiliate marketing space.
- Partnered with marketing and design teams to create content that aligned with UX principles, ensuring seamless integration into affiliate websites and boosting conversion rates in iGaming.
- Regularly analyzed user feedback and market trends, iterating on content strategies to enhance user retention, improve content relevance, and support continuous product development.

Skills used: UX Research, Content Strategy, SEO & Keyword Research, User-Centered Design, Content Writing, iGaming, Usability & Readability, WordPress, Webflow, Cross-Functional Collaboration, Content Optimization, User Feedback Analysis.

EDUCATION

- **M.S. in Human-Computer Interaction** | University of Maryland Baltimore County | 2021 – 2023
- **M.S. in Sustainable City and Architecture Design** | University of Seville | 2019 – 2020
- **B.A. in Architecture** | Simon Bolivar University | 2012 – 2018

PROFESSIONAL DEVELOPMENT

- Learn Figma UI/UX Essential Training | Udemy | 2021
- User Experience Fundamentals | Udemy | 2021
- Introduction to UX Writing | Udemy | 2021
- English Intensive Program | UMBC | 2021
- Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Webflow, WordPress, HTML, CSS, Jira, Confluence, Quip