

Education

Product Management 2022

General Assembly
London, United Kingdom

User Experience Design 2019

General Assembly
London, United Kingdom

Master's Degree Frontend 2014

Fictizia School
Madrid, Spain

Typography I - II 2002

Communication School Prodiserío
Venezuela

Graphic Designer Degree 2001

Pascal Technological Institute
Venezuela

Profile

I enjoy thinking holistically about product areas to ensure brand consistency and workflow efficiency. My work is identify new product opportunities, scope them into high-impact projects, and guide cross-functional stakeholders through the product design process effectively.

Skills

Strategic planning | Market research
Roadmapping | Design thinking | User Research
Wireframing | Mentoring | Workshop facilitation
Scrum | Agile | Cross-functional teamwork
Stakeholder engagement

I have worked with...

Samsung | Lexus | L'Oréal | Yoigo | Cartier
IQOS | Nationale Nederlanden | Beefeater
Diesel | Telefonica | Toyota | Luckia | Rolex

Personal interests

Collages | Yoga | Dogs | Travels | Typography
AI | Technology | Philosophy

Contact

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Work experience

DMG MEDIA | Senior Product / UX-UI June 2021 - Present

Dmg media is a consumer media company of DMGT plc. comprising several publishers' brand as New Scientist, iNews Daily Mail, METRO.

Key role:

- Research and audit of competitors. User testing.
- Workshops across teams including editorial, product, subscriptions.
- Product Ideation (User flows, audiences)
- Design System implementation (IA, Components, Libraries, Style Guide)
- Responsible for UX/UI Subscription.
- Reassure design consistency and cohesion. Subscription
- Improving engagement in retention and acquisition channels.

Other responsibilities:

Responsible to managing the qualitative and quantitative users feedback for improving the usability of the Product. Creation of Design System to help the developers, design and editorial processes.

WINTECHNOLOGIES | Senior Designer / UX April 2019 - June 2021

A Digital Design Agency focused on supporting customer experience in the gaming market.

Key role:

- Mentoring of Midweight and Junior designers.
- Supervision of Design across all channel QA.
- Doing Style Guides and good practices Manuals.
- UX-UI research and proposals to improve the User Journey.

HOGARTH WORLDWIDE | Senior Designer April 2018 - April 2019

Global Creative Agency specialized on the creation of custom model of services and technologies.

Key role:

- Concept, UX- UI Design.
- Supervision of Design across all channel QA.
- User Testing.
- R&D and Benchmarking

PUBLICIS MEDIA | Product Designer / UX November 2011 - January 2018

Media agency focus on scaled capabilities across investment, strategy, insights and analytics, data and technology, commerce, performance marketing and content.

Key role:

- Product Ideation, UX- UI Design.
- Supervision of Design across all channel QA.
- User Testing.
- R&D and Benchmarking

Please visit my LinkedIn profile
to see previous job positions

<https://www.linkedin.com/in/mariaeugenia23/>