Pilar Moreno Mena
User Experience Design and Research

Contact

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in /pilarmorenomena

Portfolio

🔗 pilarmorenomena.com

Key Skills

UX & Product Strategy

User Research: Quantitative & Qualitative

Design Thinking

Agile/Lean Design

Usability Testing

User Journey

Design Systems

Information Architecture

Wireframes & Prototyping

Web Analytics

Team skills

Empathy & Active Listening

Agile Team Management

Cross-Functional Communication

Organizational Communication

Presentation Skills

Conflict Management

Coaching

Software

Figma Sketch Mural/Miro

Excel   Google Analytics

Qualtrics Adobe Suite

Jira / Trello / Confluence

💼 Experience

Experience Designer Consultant   Thoughtworks | Chicago, IL | 2021-Present

Company	IT Consulting for large-scale organizations in different levels of maturity
Products	**Chatbot** • B2B • *US Lead Health Insurance* **Planning Webapp** • B2E • *World Leader in Travel industry*
Tools	Sketch, Figma, Power BI, Azure, Angular
Setup	Agile cross-functional teams
Tasks	Identify **client needs**. Define **UX Strategy.** Implement **UX Framework** for the project. Monitor **accessibility** 508 compliance. Execute UX tasks: user **research** (including minorities), usability **testing**, **design thinking**, service blueprints, **user journeys**, wireframes, high fidelity **prototypes**.

User Experience Professional   METRO Digital | Berlin, DE | 2018-2021

Company	Digital Innovation Hub for METRO C&C, wholesale present in 32 countries
Products	**Salesforce CRM** • B2E • Mobile Webapp
Tools	Sketch, Abstract, React, Qualtrics, Google Analytics
Setup	Agile, cross-functional teams
Tasks	**Identify user needs** and design solutions based on data. Executed quantitative and qualitative user **research**. Analyzed and implemented usability **analytics**. Lead features and full solution **redesign.** Supported transition to **Agile**, OKR and user-centric mindset, as well as product migration to **Design System.** **Coached** junior designers.

UI/UX Designer   Creativa TCH - Proximate Apps | Mexico City, MX | 2015-2017

Company	Full service mobile solution provider to the Latin America.
Products	**Data Account Mgt** • Web, Android, iOS • B2C • *Soriana Movil* **Salesforce CRM** - B2B2C - iOS, Android - *Tupperware* **Credit Collection** - B2E2C Android - *CompartamosBanco* Other projects include tourism, university/education, food service, Point of Sale.
Tools	Sketch, Unity, After Effects, Angular, Swift, React
Setup	Managed team of 2 designers, collaborated with tech and project management.
Tasks	Owned app design from conception to launch in app store. Identified requirements and product needs. Designed **features**, user **flows**, **interactions**, assets, copywriting and branded **design systems** for **mobile** applications.

Industries

Wholesale
Travel
Public Health
Education
Retail
Telecommunications
Banking

Processes

Sales and CRM
Business Approval Process
Conversational Design
Logistics and Planning
ECommerce

Languages

Fluent
Spanish, English

Advanced
French

Intermediate
German

Lead Graphic Designer   Creativa TCH - Creativa Kids | Mexico City, MX | 2016-2017

Company	STEM Education line retail and wholesale.
Products	**eCommerce Website** • B2C • Website, Online Shop **3D Pen Product line** • Packaging, Product Development and Content **Point of Sale** • Furniture, digital and physical content and ads **Digital Advertisement** • Videos, images, content
Tools	Shopify, MercadoShop, FacebookAds, GoogleAds, Photoshop, Illustrator, After Effects, Premiere
Setup	Managed team of 4 designers, collaborated with tech and project management.
Tasks	Manage and define content eCommerce Website. Development of **brand** identity through digital , POS and packaging, **Co-authored**, designed and produced Draw in 3D Stencils Book. Oversaw production, supplier management, quotes, and budget. Managed digital advertisement content social media ads.

🎓 Education

B.A. Animation and Digital Art

ITESM Tecnológico de Monterrey | Mexico City, MX | 2011-2016

High-Tech Imaging | Marketing and Strategy

Télécom & Management SudParis | Évry, FR | 2014-2015

🏅 Certifications

UXQB® Certified Professional for User Experience - Foundation Level (CPUX-F)

UXQB – International Usability and User Experience Qualification Board | 2021

UX Management: Strategy and Tactics

Interaction Design Foundation | 2021

Get Your Product Used: Adoption and Appropriation

Interaction Design Foundation | 2021

👥 Other Activities

Small Business UX Coaching Neat People | 2022 / Teamin'Up | 2020

Art Battle Chicago Art Battle Chicago | May 2023