María Eugenia Neme Sánchez

Senior UI UX Designer / Lead

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**Professional Summary**

* 15+ years in UX/UI design with a passionate focus on addressing complex problems that people face in their daily lives.
* 15 years of experience in graphic design, addressing the different needs of the user and clients, from the digital branch.
* My career has been marked by creative profile with efficient management methods; expert in user centered usability based on design thinking methods, user experience and user understanding for interface creation; inspired by semiotics, aesthetics and design.
* UX/UI experience at global IT companies.
* Design Systems, Design patterns, iconography, wireframing, high-fidelity mockups, prototyping, information architecture, user research, user flows and usability testing.
* Experience leading user-centered projects, using agile methodologies to optimize software, improve scalability and foster innovation.
* Demonstrated understanding of the standards set forth by the World Wide Web Consortium (W3C), including HTML, CSS, and JavaScript specifications, ensuring compliance with industry best practices for web development
* Proficiency in implementing Web Content Accessibility Guidelines (WCAG) to ensure that digital products and interfaces are accessible to users with disabilities, adhering to principles of perceivable, operable, understandable, and robust design.
* Capacity to translate business needs and technical requirements into precise design solution to help companies achieve their goals and improve user’s experience.
* Expert in applying the best international practices in UX&UI: Atomic design, Grid system, Spectrum design system from Adobe, Human Interface Guidelines from Apple, Material Design from Google, Carbon Design System from IBM, etc.
* Developing mood boards for proposing conceptual journeys for inspiring customers and facilitating their decision-making process.
* Designing the information architecture of websites and applications of several different industries.
* Managed UX/UI design tasks and sprints using Jira, ensuring timely delivery and alignment with project goals.
* Defining buyer personas for identifying pain points and proposing improvements for increasing revenue.
* Tailored UI/UX solutions to meet specific business requirements using Salesforce’s Lightning Design System (SLDS).
* Translated user requirements and business goals into wireframes, facilitating early-stage user testing and feedback.
* Developed low-fidelity wireframes for web and mobile application projects using Figma, ensuring clear communication of design concepts to stakeholders.
* Proficient in creating and managing web content using AEM for enhanced user engagement and seamless digital experiences.
* Developing presentations of user flow and customer journey maps for explaining how users will interact through the app or website.
* Conducted virtual brainstorming sessions in Miro to collaborate on design ideas and solutions with remote teams.
* Automated lead management processes to enhance sales team efficiency.
* Built interactive prototypes in Figma to simulate user interactions, such as click-throughs, hover states, and animations, for major projects.
* Integrated Salesforce with third-party applications to streamline operations.
* Customized Salesforce dashboards to provide real-time sales analytics.
* Developed custom reports to track sales performance and KPIs.
* Designed and managed Sitecore-based websites to enhance user experience.
* Conducting user research implementing methodologies according to the necessities of a project (A/B testing, Surveys, interviews, focus groups, heat maps, behavior recording, etc.)
* Confident interviewing real users to get valuable feedback and qualitative insights that are difficult to get from asynchronous methodologies.
* Developed interactive PowerBI dashboards to visualize key business metrics.
* Implemented interactive components and transitions in Figma to demonstrate detailed user flows, enhancing stakeholder presentations and user testing.
* Improved Salesforce Lightning Experience usability by streamlining workflows and implementing user-centered design principles.
* Applied user-centered design principles to all wireframes and prototypes, ensuring designs were intuitive and aligned with user needs.

**Software and tools**

* Advanced skill of leading design tools like Figma, Sktech, Protopie, Zeplin, Lottie, Maze and Adobe XD.
* Experienced and comfortable with Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere, After Effects, Adobe XD.
* Solid skills in main office suites: Google and Microsoft.
* Salesforce Platform: Lightning App Builder, Flow Builder, SLDS.

**Project management**

* Experience with Agile Methodologies: sprints, SCRUMS, daily standup ceremonies, and retrospective sessions.
* Project management software such as Jira, Trello and Confluence.
* Collaboration tools such as Slack, Teams, Zoom.

**Education Details**

Bachelor's degree in graphic design | UNIVERSIDAD MARISTA 2007

**Certification and trainings**

* Design Thinking - A hands-on course on Innovation | December 2017
* UX & Design Thinking Quick Start for Application Design | November 2017
* Marketing Digital | May 2017
* Scrum Fundamentals | August 2018
* Foundations of User Experience (UX) Design

**Professional Experience**

**Company: Grupo Salinas November 2022 - Present**

**Role: Lead UX&UI designer.**

**Responsibilities:** Elektra.mx digital products creation and development.

* Ideation and conceptualization
* Framework development: document creation, fundamentals best practices.
* Definition of new design system and style guide.
* Ideation and conceptualization of all components from design system “as is”.
* Creation of new sections and implementation of new requirements for current features.
* Update the entire UI to new design system and ensure that the experience is consistent with other products on the platform in “to be” design system.
* Developed and executed content strategies to increase website traffic by 30%.
* UI hands off workshops with developers.
* Conducted comprehensive usability testing sessions (moderated and unmoderated) to evaluate product interfaces, uncover user pain points, and identify behavior patterns that informed design decisions.
* Migrated Classic Salesforce interfaces to Lightning Experience, ensuring seamless transitions with minimal disruption.
* Conducted user interviews, usability testing, and surveys to gather insights for Salesforce UX improvements.
* Developed prototypes for A/B testing, enabling data-driven decisions that improved user engagement by 20%.
* Designed intuitive and user-friendly interfaces for Salesforce Lightning components and Visualforce pages to enhance user experience.
* Created detailed user journey maps in Miro to illustrate user interactions and identify pain points.
* Customized Sitecore CMS to meet specific business needs.
* Conducted market research to tailor content to target audiences effectively.
* Managed content calendars to ensure timely publication across platforms.
* Conducted comprehensive keyword research to optimize website content.
* Collaborated with developers to integrate AEM with third-party services, ensuring smooth data flow and user experience.
* Conducted remote usability tests using tools like Lookback.io, Maze, or UserTesting, enabling testing across diverse user bases and time zones.
* Developed interactive wireframes and prototypes using Figma/Adobe XD to test UI workflows, gather qualitative feedback, and validate hypotheses about user behavior.
* Designed and executed A/B tests to analyze user preferences and optimize UI elements, achieving a measurable improvement in user engagement and task completion rates.
* Implemented on-page SEO strategies to improve organic search rankings.
* Collaborate with back and front engineers to ensure a proper handoff and design QA.
* Monitored and prioritized design-related issues in Jira, ensuring critical bugs and enhancements were addressed promptly.
* Utilized Figma's prototyping tools to create and iterate on high-fidelity prototypes within tight deadlines, reducing design approval times by 30%.

Technologies: Figma, Word Press, Office, Adobe XD, Vtex.

**Company: AB Inbev August 2021- October 2022**

**Role: Sr UX&UI designer .**

**Responsibilities:** Rewards Design System implementation and MyCooler app creation.

* Evaluate potential solutions to improve UX.
* Update the entire UI to new design system and ensure that the experience is consistent with the other products on the platform.
* Identify appropriate design systems to facilitate global styling and standard usability patterns across rewards applications.
* New features creation.
* Web and app prototypes to demonstrate, test and evaluate the solution.
* Perform Testing of prototypes with real customers to observe, study and analyze their interactions and behaviors.
* Generated multiple design iterations rapidly, facilitating quick feedback loops with stakeholders and users to refine design solutions.
* Adapt and refine prototypes based on feedback obtained from moderated or unmoderated tests.
* Sketch, wireframe and craft both low-fi and hi-fi prototypes for desktop and mobile devices, ensuring design continuity across multiple platforms.
* Collaborate with project stakeholders, including clients, other designers, and development teams to refine visuals based on feedback and ensure they align with the project's goals.
* Commercial presentation of digital products design to clients and stakeholders, backed by usability testing.
* Implemented custom Jira workflows to streamline the design approval process and improve project efficiency.
* Tailored UI/UX solutions to meet specific business requirements using Salesforce’s Lightning Design System (SLDS).
* Designed interactive wireframes and prototypes using Miro to visualize UX/UI concepts and gather stakeholder feedback.
* Utilized SEO tools to audit websites and identify areas for improvement.
* Implemented SEO best practices in all content to improve search engine rankings.

Technologies: Figma, Adobe Creative Cloud, Office, Vtex.

**Company: CitiBanamex November 2017 - July 2021**

**Role: Lead UX&UI designer**

**Responsibilities:** Changing “look & feel” of Bancanet Empresarial CitiBanamex (BNE), aligned with brand’s design guidelines, based on studies and tests done in BNE users aimed to improve experience.

* Close collaboration with developers and stakeholders to implement online bank for both Web and mobile app.
* Thanks to this collaboration, leadership and resource handling experience was gained leading to team performance improvement.
* Conduct user research to understand user behaviors, needs and motivations, including interviews, surveys, usability testing and analysis of user data.
* Conduct in-depth research to understand the challenges faced by CitiBanamex Emp employees in the Divisas applications.
* Used Miro boards to present design concepts and receive real-time feedback from stakeholders.
* Collaborated with cross-functional teams through Jira to track progress and address blockers in the design process.
* Analysis of workflow, comprehension levels and time used in each operation, identifying recurring patterns.
* Created high-quality, engaging content for blogs, social media, and email campaigns.
* Creation of wireframes, mockups, and prototypes to visualize and iterate on design concepts.

Technologies: Sketch, Invision, Maze, Origami Studio, Flinto, Abstract.

**Company: CuboIndigo September 2013 - October 2017**

**Role: Ux designer**

**Responsibilities:** Leading a group of professionals, several projects were developed including graphic design, 3D modeling and web page creation.

* Brand activation in collaboration with international companies including “Hipódromo de las Américas”, “Cervecería Cuauhtemoc Moctezuma“ and some pharmaceutical labs, including a 3D virtual tour for the launching of venues such as “Nuevo Foro Corona” and “Infield”.
* Supporting the growth of new enterprises by building web pages and developing full corporate image.
* Elaboration of artistic proposals, digital content and mailing, as well as banner guidelines, for accounts such as: On the road, UNAM, Hacienda San Carlos and Cansol, among others.
* Collaborative design of advertising campaigns for international companies such as Pepsico and others.
* Collaborated with design teams to produce visually appealing content.
* Utilized Miro's templates to streamline the creation of design documentation and project planning.
* Development of interactive materials for government organizations.
* Corporate presentation design for Pepsico, financial corps, etc.
* Creation of different renders for stands and exhibitions.
* Optimized website speed and performance for better user experience and SEO.

Technologies: Maya, Adobe suite CC, Html 5, Java.

**Company: IxayaMKT August 2011- April 2013**

**Role: UI/UX Designer**

**Responsibilities:** Collaboration with customer to define requirements for creation and modeling of brand launching events.

Virtual tours development for better venue understanding.

* Customer handling experience.
* Web design and layout.
* Editing programs such as After Effects and Premier were used together with 3D Modeling programs such as Maya for hotel, stands, convention centers and museums modeling.
* Design and build of 3D models based on the specifications for international brands such as Porsche, Despegar and others.
* Analyzed content performance metrics to optimize future content.

Technologies: Maya, Adobe Suite CC.

**Company: CISE Comunicacion July 2010 - August 2011**

**Role: UX designer**

**Responsibilities:** Along with financial entities, credit union counsels and credit union houses, creation of informative material for upcoming enterprises, banks and customers. Improvement of web pages and editorial design on magazines.

* Experience on credit unions operation and mexican financial sector.
* Elaboration of artistic proposals, digital content, mailing and banner guidelines.
* Advertisement collaborative design.
* Development of interactive materials for financial corporations.
* Corporate presentations design.
* Web design and layout.
* Illustration for advertising.

Technologies: Adobe Suite, Flash, Office.

**Company: Expro May 2008 - June 2010**

**Role: UI/UX Designer**

**Responsibilities:** Collaboration with big convention centers such as WTC, Centro Bancomer and Centro Banamex. Creativity for conventions and full events. Modeling for stands and booths for several recognized brands.

* Coordination of human, technological and material resources.
* Experience with dimensioning and stand construction methods.
* Public Relations.
* Experience with different printing methods.
* Creation of different renders for stands and exhibitions.

Technologies: Adobe Suite, Archicad, Art Lantis, Office.

**Portfolio**

* <https://maruneme.pb.design/>
* <https://www.behance.net/maruneme0927>
* [Linkedin: https://www.linkedin.com/in/maruneme/](file:///C:\Users\Asus\Downloads\•%09Linkedin:%20https:\www.linkedin.com\in\maruneme)