

2023- present

## Senior Designer

### Microsoft Project Maven, Redmond

Led end customer pillar and orchestrating agent pillar, SLT vision and BUILD 2024

Contributed to shaping the Project Maven strategy deck and the initial phase of the high-level concept for our assistant's modalities. As well as, led Teams and end user conversational pillar promoting clarity and agile execution across disciplines. This framework significantly influenced our discussions with CVP, informing him about our trajectory. My role involves defining scope, introducing advanced prototyping to evaluate the MVP and vision, and facilitating collaboration among cross-disciplinary teams. I successfully synthesized complex ideation solutions into a clear expression of user needs and corresponding solutions, marking a major advancement in our conversational intelligence initiatives, enabling the transition to text-based and voice technologies.

2021 - 2023

## Senior Design Manager

### Microsoft Process Mining, Redmond

Led process insights design vision & execution while growing a happy healthy team.

Improved user experiences by aligning with business objectives and addressing user drop-offs. Successfully developed and branded Public Preview, as well as General Availability (GA) of Power Automate Process Mining. Achieved significant improvements in product quality, increasing MAU from 15K to 90K and meeting revenue goals. Collaborated with 50+ engineers to ensure fast, high-quality, and seamless designs. Managed and built a strong team of designers to support business needs, growth, and strategy. Led end-to-end strategy for Generative AI, influencing product strategy and investment through inclusive collaboration and presenting to executive leadership team.

2020 - 2021

## Senior Designer

### Microsoft D365 Sales, Redmond

Delivered product vision & execution for the CRM collaboration and AI experiences.

Delivered effective and elegant designs by advocating for customers and end users. Led design for AI relationship intelligence experiences: Leveraged Office Graph to provide relationship intelligence vision and roadmap. Led design for Dynamics collaboration experiences, empowering seller's collaboration inside and outside the platform: Teams within Dynamics and vice versa. Drove cross organization Teams integration strategy, story, and flows for the entire Dynamics product portfolio. Delivered private and public preview experiences, bringing in 7 new companies.

2017 - 2020

## Design Lead

### Microsoft D365 Layout, Redmond

Led MR collaboration design vision and scenarios.

Delivered delightful experiences across multiple form factors (VR, MR, Desktop, Mobile). Analyzed customers pain points and prioritized product scenarios. Worked with business to design the best user journey and strategy for product adoption. Led the creative process and mentored designers to deliver the north star. Collaborated with the PMs, Devs, and Data Science to align and design feasible experiences meeting the user and business needs.

2016 - 2017

## Product Designer II

### Microsoft Groove, Redmond

Shipped easy playlist creation designs and album covers.

Delivered emotional and delightful experiences across multiple form factors (Xbox, Desktop, Mobile). Communicated ideas using a variety of methods from sketches to visuals creating alignment.

2015 - 2016

## Product Brand Manager

### Comercio Digital, México

Created and managed the brand and customer facing website.

Delivered the branding and user experience. Created the strategy, IA, and wireframes of the responsive site. Hired and managed creative consultants to create the HTML5/CSS.

2014 - 2015

## UX Designer Lead

### Multiplica, México

Delivered wireframes for financial and logistics services.

Designed responsive web experience for Grupo-Logistics in Spanish and English. Designed complex financial tool for Hipos.com for easy online mortgage and credit approvals.

2011 - 2014

## UX Designer

### EffectiveUI/Ogilvy, Denver

Delivered UX flows for consumer, education, and financial services.

Delivered interaction experiences: mobile web for Cabelas, TIAA-CREF's retirements readiness tool for financial managers, and elearning contextual research findings for McGraw Hill.

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## Savannah College of Art and Design

### Bachelor of Fine Arts

2011 Savannah, Georgia

Industrial Design | Cum Laude

## Skills

### Design

Envisioning | Product definition | Sketching | Wireframing | Visual design | Rendering | Rapid prototyping | UX | UI | MR | Workshops | Define Scenarios | Storytelling | Design Sprints | Design thinking | Detail oriented

### Research

Usability testing | Qualitative data | Quantitative data | Competitive analysis | Business strategy | Contextual reasearch | Heuristics | Customer obsessed

### Leadership

Empathy | Psychological Safety | Collaborative | Autonomous | Mentor | Coach | Care | Model | Growth mindset | Proactive | Problem solver | Team oriented | Adaptable

### Tools

Figma | Adobe Suite | Sketch | Unity | Alias | Rhino | HTML | Microsoft Office 365

## Recognitions

- 4 Microsoft patents
- Speaker IXDA16, IXD20, AWE20, UXIndia
- Featured at Zeitspace
- Graduated Cum Laude
- HOLA ERG lead Microsoft D&I

## Languages

Spanish

English

French

Italian

