Gladys Aguirre

UX Designer passionate about Interaction Design. Skilled in collaborating with multidisciplinary teams to deliver digital products that combine user needs and business requirements.

CONTACT INFO

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gladysaguirrev>

UX portfolio >

Freelance website preview >

SKILLS

User Research

Interaction Design

Responsive Design

Information Architecture

Wireframing & Prototyping

Usability Testing

Product Management

TOOLS

Drupal

Webflow

Figma, Sketch & Adobe XD

Miro

Zeplin & Abstract

Asana, Trello & Jira

Optimal Workshop

Useberry

PROFESSIONAL EXPERIENCE

Career Pause & Freelance Projects

Freelance | Vietnam | Jul 21 - Present

- Paused to coordinate and manage relocation and acclimation to Vietnam due to my spouse's State Department orders.
- Began freelancing, offering my expertise to help women-owned businesses create an effective online strategy. Currently constructing a new website, preview here >

UX Designer & Interim Digital Marketing Manager

ATPCO | USA | Oct 19 - Jun 21

- Led all aspects of UX Design for several projects, including the rebuild of ATPCO's customer portal in Drupal, which resulted in an improved customer experience for over 440 airlines and 200 sales channels. Key findings after conducting user research:

  ★ **77% of users reported being very satisfied or satisfied with the new site.**

  ★ **81% of users were able to find information more easily.**

- Collaborated with multidisciplinary teams to strategize, design, and build a web presence for high-impact marketing programs including:

  ★ **ATPCO's online industry summit**, where I designed the UI and led product development. Achieved a record-breaking 277% increase in attendance compared to ATPCO's annual conference.

  ★ **ATPCO's first business acquisition landing page**, Routehappy Rich Content. Responsible for 30% of all web-generated leads in 2020; 2nd-most visited page on ATPCO corporate site.

- Served as interim Digital Marketing Manager to oversee web development, quality assurance, UX Design, and content creation for 2 websites and the Customer Center portal.
- Spearheaded the creation of the first UI Styleguide for non-product platforms to improve consistency across sites and streamline handoffs to developers.

LANGUAGUES

Spanish - Native

English - Fluent

French - Advanced

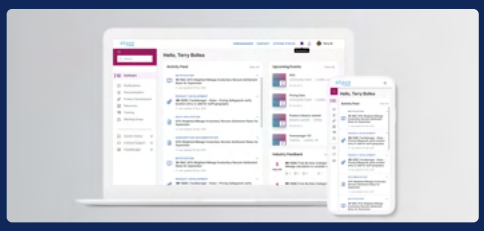
German - Beginner

PROJECTS

ATPCO's public website >



ATPCO's customer center >



Cozy Homes web app >



Content Editor - Product & Engineering team

Meltwater | Germany | Jan 17 - Aug 19

- Supported a product manager's team by creating low-fidelity wireframes and testing product ideas to raise journalist opt-in rates to a key database.
- Assisted marketing and product departments by developing copy in English, Spanish and French for a new landing page that allowed journalists to sign up for Meltwater's Media Database.
- Researched journalists and influencers in English, Spanish and French-speaking markets to update Meltwater's media database and support client PR needs.

Research Analyst

PricewaterhouseCoopers | Mexico | Sep 14 - Apr 16

- Conducted in-depth research on key Mexican industries, companies, and trending topics to create concise and structured internal reports, external publications, infographics, and presentations for PwC clients and practitioners.
- Synthesized source material to develop client-specific solutions for PwC's internal stakeholders.
- Planned, designed, and developed interactive e-learning courses in Storyline to facilitate firm-wide knowledge exchange.

EDUCATION

UX Certification (Interaction Design Specialty)

Nielsen Norman Group

Online | Jan 22

UX Design Certification (UI Design Specialty)

CareerFoundry

Online | 2018 - 2019

MBA in Family Business Management

Universidad de Salamanca

Spain | 2013 -2014

Bachelor's in International Relations & Diplomacy

Universidad Americana

Nicaragua | 2008 - 2012