

GIRO54
UX DIRECTOR & PARTNER

SANTA CRUZ, BOLIVIA
MAY. 2023 - PRESENT

- Responsible for UX strategies, ensuring alignment with business goals and user needs.
- Direct the production of deliverables that accurately convey and validate design concepts
- Champion empathy, usability, and accessibility in all design decisions.
- Drive improvements through feedback loops such as testing, analytics, and user feedback



GIRO54
UX LEAD

SANTA CRUZ, BOLIVIA
MAY. 2022 - 2023

- Mentored junior designers, fostering skill growth and design quality.
- Defined product vision and requirements with stakeholders.
- Delivered user flows, wireframes, and prototypes to guide development.
- Balanced business priorities with technical feasibility.

FINRA
Sr. INTERACTION DESIGNER

ROCKVILLE, MD, U.S.
FEB 2019 - APR 2022

- Designed and iterated solutions using feedback, testing, and analytics.
- Translated complex goals into clear, actionable design strategies.
- Produced user flows, wireframes, and prototypes to align teams.
- Translate business needs into UX solutions.

SUBJECT MATTER
INTERACTION DESIGNER

JAN 2018 - FEB 2019
WASHINGTON, DC, U.S.

- Created user flows, wireframes, prototypes, and style guides.
- Collaborated with analysts, developers, and design teams.
- Facilitated workshops and co-creation sessions with stakeholders.
- Conducted research and used insights to improve designs.

PBS NEWS HOUR
MOTION DESIGNER

NOV 2017 - JAN 2018
ARLINGTON, VA, U.S.

- Created motion graphics packages to enhance broadcast news segments.
- Collaborated with journalists to produce visually compelling content for programming.
- Designed explanatory graphics that distilled complex topics into visuals for a broad audience.

NATIONAL GEOGRAPHIC
GRAPHIC DESIGNER

WASHINGTON, DC, U.S.
APR 2016 - APR 2017

- Designed brand identities, marketing materials for initiatives, exhibitions
- Produced promotional campaigns for the National Geographic Museum
- Developed training materials and multimedia content for workshops and public events

SKILLS & EDUCATION

- Agile/Lean UX
- Human-Centered Design
- Design Thinking
- Brand Identity
- Graphic design & Illustration
- Wireframing & Prototyping
- Native Spanish speaker

Corcoran College of Art + Design

Bachelor of Fine Art and Graphic Design
Washington, DC
Class of 2014