

Ana Carolina Urrego

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Senior Product Designer

Innovative and detail-oriented professional with valuable experience in driving user-centric design solutions and leading end-to-end UX design processes for major digital initiatives. Proven record of managing design initiatives to enhance user engagement and drive business growth. Excel at directing cross-functional teams to navigate complex challenges and drive projects from conception to completion. Known for pushing creative boundaries and elevating user experiences by delivering elegant and human-centered design solutions. Expert in synthesizing complex user data into clear design improvements to optimize usability. Committed to leveraging the latest design trends and technologies to produce scalable and sustainable product designs.

CORE COMPETENCIES

- Strategic Planning & Execution
- User Experience Design
- Product Development Lifecycle
- Data Analysis & Interpretation
- Project Management
- Customer Relationship Management
- Innovation & Creativity
- Team Leadership
- Digital Marketing

PROFESSIONAL EXPERIENCE

NBC Universal, Remote

Sep 2022 – Present

Product Designer II Sep 2024 – Present

Design and refine user interfaces and experiences across multiple platforms while ensuring optimal functionality and meeting high-quality standards in alignment with user expectations and business objectives. Focus on delivering innovative design solutions for GolfNow and Fandango platforms within the Sports and Movies division to enhance user engagement.

- Drove a revenue surge within the first quarter and optimized performance metrics by heading the development of new features for existing products and integrating extensive user research and prototyping.
- Engineered a groundbreaking product from inception while leveraging varied research methodologies to align with user demands and sales goals, resulting in a transformative addition to product suite.

UI/UX Designer I Sep 2022 – August 2024

Spearheaded end-to-end UX/UI design projects at NBC Universal while driving concepts to delivery to fulfill user demands and strategic objectives. Assured seamless interface consistency across multiple platforms by establishing design systems. Ensured alignment on project specifications while fostering collaboration with product managers, developers, and key stakeholders. Steered design decisions by orchestrating user research and usability testing and crafting detailed personas and journey maps.

- Translated design concepts into actionable deliverables by creating wireframes, prototypes, and high-fidelity visual assets.
- Boosted user interaction and satisfaction by designing user-centric B2B and B2C product interfaces.
- Streamlined development processes by enhancing interface design from feature-centric to user-centric.
- Achieved a 90% increase in accessibility and fostered user engagement across diverse needs by overhauling Golf365 platforms, including the booking engine and ticketing system, to comply with WCAG 2.1 standards.

Avocademy, Remote

Feb 2023 – Apr 2024

Product & UX Design Instructor

Collaborated with academic faculty and industry experts to align the program with professional standards while enhancing program relevance and effectiveness. Delivered targeted, constructive feedback and personalized mentorship to cultivate student proficiency in contemporary design methodologies.

- Advanced students' expertise in wireframing, prototyping, and user research and enhanced practical design skills by leading interactive workshops and hands-on exercises.
- Ensured current educational content availability to students by updating curriculum and incorporating latest industry trends.
- Drove team towards excellence in the field of Product and UX Design by mentoring diverse cohort of students.

Deloitte & Touché, Remote

Aug 2020 – Dec 2022

UI/UX Designer & Innovation Solution Analyst

Refined and optimized user interfaces by leveraging user feedback and testing results to maximize user experience. Pinpointed usability flaws and identified changes by performing heuristic evaluations and usability testing to elevate product excellence. Contributed to various government and public service projects, with a focus on the health industry to meet sector-specific needs.

- Facilitated boost in user engagement and revenue by crafting digital products, including web and mobile app interfaces.
- Assured practical feasibility and implementation of user interface components by collaborating with development teams.

EDUCATION

M.F.A. in Film & TV Production, Full Sail University | Winter Park, FL
B.S. in Digital Arts and Design, Full Sail University | Winter Park, FL

CERTIFICATIONS

Omnichannel Journeys and UX, Information Architecture, and UX Strategy | Nielsen Norman Group
UX Metrics to Drive Your Organization | Leaders of Awesomeness

TECHNICAL PROFICIENCIES

Figma | InVision | UX/UI Design Tools | Adobe Creative Cloud Suite | Jira | Wordpress | ClickFunnels | Google Analytics | HubSpot