



## ANA ISABEL GARZA

*Product Design Lead*

*I work to create thoughtful, useful and meaningful experiences through deep understanding of clients' habits, backgrounds, needs, and behaviors.*

*My design background enables me to understand business challenges, address their complexity and provide simple solutions that drive growth.*

### SKILLS

#### BUSINESS & STRATEGY

- Brand Strategy & Communications
- Design thinking and strategic processes
- Digital product design and development

#### DESIGN

- UX, ideation, and workflows
- UI design and prototyping
- Sketch and Adobe Creative Suite

#### USER RESEARCH

- Interviews & surveys
- Usability and concept testing
- Qualitative analysis methods

### ADDITIONAL

#### CERTIFICATIONS

- Advocate for Enterprise Design Thinking by IBM (Boston, MA., 2018)
- Agile / Scrum by Cutter Consortium (Mexico, 2018)
- Lean Change Management by Scrum Mexico (Mexico, 2018)

#### LANGUAGES

- English: Fluent
- French: Intermediate

#### OTHER

- Habitat for Humanity Volunteer (Rural communities in Guanajuato, Mexico)
- INEA Advisor: Teach reading, writing, and computer skills for uneducated adults.
- Participated as coach in Laboratorio Hackaton (organization focused on empowering and granting opportunities for women in technology).
- Speaker at UX Nights Conference 2018
- 2014 Austin Marathon Finisher

### PROFESIONAL EXPERIENCE

#### CITIBANAMEX | User Experience Vice President

MEXICO CITY 2018 – present

- Coordinated UX/UI team through the launch of a new experience in the mobile app, which achieved the highest app store ratings in history.
- Responsible for growing digital channels by ensuring on-time, detailed and polished deliverables. The revamp of the app led to the growth of more than 1,000,000 new digital clients, increased interbank transactions by 70%, and online credit card payments by 25%.
- Progress Awards Finalist for Client Advocate and Impact Agent Categories.
- Implemented a Research & Testing methodology and governance model that allows fast learning and quick iteration.

#### CITIBANAMEX | Product Design Lead

MEXICO CITY June 2017 – 2018

- UX Lead of a Top 12 Mex2020 transformational project (Credit Cards Portal).
- Actively coordinated design team with scrum teams from +6 different countries.

#### ACCENTURE | UX Designer

MEXICO CITY December 2016 – 2017

- Developed wireframes, information architecture and navigation patterns for digital products in banking industry with a mobile-first approach.
- Created personas based on target audiences and ethnographical research.
- Defined information architecture, navigation, user workflows and layouts focusing on usability and accessibility.

#### GRUPO EXPANSIÓN | Senior UI Designer

MEXICO CITY 2012 – 2016

- Developed brand definition and visual identity design for Mediotiempo.com.
- Designed new user experience and interface for the media groups' largest publications: Mediotiempo.com; CNN Expansion, Quien.com, Life & Style, and Travel & Leisure.
- Delivered final design assets for development teams in HTML5, CSS, Jade and LESS
- Experience with Git Workflow, Agile environment and ScrumWorks.

#### GRUPO EXPANSIÓN | UI Designer

MEXICO CITY 2012 – 2016

- Designed online advertising in traditional and Rich media formats; as well as landing pages and websites (HTML5 and Adobe Flash) for world-reknown brands.
- Received Totem Award 2014 for the Best Outdoor Advertising (Bus Stop Category).

### ACADEMIC BACKGROUND

#### UNIVERSIDAD INTERCONTINENTAL

MEXICO CITY 2018 – 2021 (expected graduation date)

- Bachelor in Psychology (in progress).

#### TECNOLÓGICO DE MONTERREY

MEXICO CITY 2016 – 2017

- Postgraduate Diploma Course in Marketing.

#### UNIVERSIDAD IBEROAMERICANA

MEXICO CITY 2010 – 2013

- Bachelor in Graphic Design. Graduated with honors, Top of Class.