

CLAUDIA MONREAL

Lead User Experience (UX)

Zapopan, Jal. México.

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EDUCATION

2024 / **SYSTEMS ENGINEERING**
present *Kuepa University (UK)*

2009 / 11 **BUSINESS TECHNOLOGICAL
INNOVATION
MASTER DEGREE**
*Panamericana University of
Guadalajara (UP G)*

2010 / 11 **CHANGE MANAGEMENT
AND INNOVATION
POST-DEGREE**
*Panamericana University of
Guadalajara (UP G)*

2009 / 10 **OPERATION MANAGEMENT
POST-DEGREE**
*Panamericana University of
Guadalajara (UP G)*

2004 / 07 **GRAPHIC DESIGNER
BACHELOR**
*Valle de Atemajac University
(UNIVA)*

CERTIFICATIONS

- SCRUM Fundamentals Certification

LANGUAGES

- Spanish (NATIVE)
- English (TOEFL 497 / B2)
- Portuguese (B2)

TOOLS

- Design Software:** Adobe Photoshop, Illustrator, InDesign, XD, Sketch, Figma, Miró, InVision.
- Web Development:** WordPress, Wix.
- Project Management Tools:** Microsoft Office 360, Google Docs, Trello, Jira, Ganttter, Anydesk.
- Development Management:** Hubspot, Moodle, Teams.
- Communication Tools:** Infobip, Microsoft Teams.

SKILLS

- Strong leadership
- People Skills
- Collaboration
- Problem solver
- Design Thinking
- Analytics
- Creativity
- User-Centered Design
- Wireframing and UI prototyping
- User flows
- UX writing
- Visual communication
- User empathy
- Qualitative and quantitative research

Hi! I'm Claudia, and I'm a UX Lead with extensive experience in Digital Marketing with over 15 years of experience. I excel at leading teams, crafting innovative user experiences, and managing complex projects from conception to completion. My mission is to create user-centric designs that drive business success and enhance user satisfaction.

EXPERIENCE

2022 / present **COMMUNICATION LEADER (UX)**
ADVENTA Marketing

- Omnichannel Strategies:** Formulated and executed comprehensive omnichannel communication strategies tailored to the needs of leading brands like PepsiCo, Heineken, Xiaomi, and others.
- AI Chatbots:** Led the design, development, and implementation of AI chatbots using the Infobip platform, significantly enhancing customer interaction across various channels.
- Brand Optimization:** Collaborated closely with clients to optimize their customer interactions, ensuring a seamless and positive user experience through AI integration.
- Customer Experience Enhancement:** Focused on improving overall user experience by strategically implementing AI-driven solutions to streamline processes and increase customer satisfaction.

2022 / 22 **LEAD DIGITAL MARKETING**
Improving Nearshore

- SEO & Social Media:** Designed a 360° communication strategy for social media and revamped the digital ecosystem, resulting in a 500% increase in organic reach within three months.
- Marketing Campaigns:** Supervised and optimized marketing campaigns, developing five strategic lines of communication.
- Creative Guide:** Created new visual resources and developed a refreshed brand style to enhance the company's digital presence.

2021 / 21 **GENERAL MANAGER**
Tour Franquicias (Digital and Immersive expo)

- Team Management:** Recruited and managed a multidisciplinary team of creatives, copywriters, designers, animators, developers, project managers, and operations managers.
- Strategic Planning:** Defined KPIs and OKRs, leading the team through research, definition, and project development phases.
- Process Management:** Implemented and standardized processes to ensure efficient project execution and delivery.
- Art Direction:** Directed the design and development of creative concepts, and managed communication and digital marketing strategies, achieving a sustained growth of 300% in social media reach.

2006 / 20 **CREATIVE DIRECTOR**
Innovation Factory Mx

- Innovative Strategies:** Spearheaded the use of AI and augmented reality in advertising campaigns, setting a new standard for creative strategies in the industry.
- Talent Network:** Developed a multidisciplinary network of over 200 strategic partners, fostering collaboration and innovation.
- Strategic Alliances:** Successfully negotiated and managed strategic partnerships with prominent organizations including Cámara de Comercio, COPARMEX, Reto Zapopan, U de G, Government of Jalisco, and INADEM.
- Customer Success:** Delivered over 200 projects, encompassing branding, web design, marketing strategy, e-commerce, and customer-facing products for both B2B and B2C markets, achieving a high customer satisfaction rate with 215+ happy clients.

**Personal and professional references at the request of the interested*