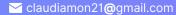
# CLAUDIA MONREAL

Lead User Experience (UX)

Zapopan, Jal. México.

**CONTACT:** © 52 335 3312424



PORTFOLIO: www.claudiamonreal.com

# **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

**BACHFLOR** 

Valle de Atemajác University (UNIVA)

# **CERTIFICATIONS**

SCRUM Fundamentals Certification

## **LENGUAGES**

- · 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, Gantter, Anydesk.
- Development Management: Hubspot, Moodle,
- 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.
- Al Chatbots: Led the design, development, and implementation of Al 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 Al-driven solutions to streamline processes and increase customer satisfaction.

#### LEAD DIGITAL MARKETING 2022 / 22

# **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
- 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