

EILIN CUENCA

UX PRODUCT DESIGNER

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Experienced professional with over 9 years of work in Information Architecture, User Experience and Information Science. Passionate about translating user and businesses needs into usable products and delivering meaningful experiences in an Agile environment. Interested in opportunities where I could collaborate and design user-centered products.

SKILLS

User Research - Data Analysis
User Testing - Usability testing
Information Architecture
Interaction Design
Wireframes - Prototypes

UX Strategy - Design Thinking
Project Management
XML Schema
Ontology - Taxonomy
SEO-SEM

SOFTWARE

Sketch
Invision - Marvel
Axure
Atom - Dreamweaver
Google Analytics - Tag Manager

Jira - Microsoft Projects
Visio
Basic HTML/CSS/JQuery
MySQL Workbench, Pentaho
Shopify, OpenCart

LAST PROJECTS

Florida Prepaid College Program - Mobile App project - UX Designer

Defined a mobile solution for the enrollment process for prepaid plans offered by Florida Prepaid College Program in team environment. Planned and researched using analytics, competitor analysis, heuristic evaluations and current IA and user flows. Customized a UX Test strategy to iterate to obtain the MVP. Planned and conducted Card Sorting, Heat mapping, Task analysis, A/B Tests. Experimented with sketches, wireframes and prototypes to be tested and then iterated. Improved completion rate for the enrollment by 60%.

Best3.com - Ecommerce project - Interaction Designer - Information Architect

Conducted Heuristic evaluation and competitive analysis. Defined Information Architecture defining a taxonomy able to adapt and grow without affecting the site structure. Defined, tested and redefined user flow diagrams. Created sketches, wireframes and prototypes for homepage mobile-desktop and checkout user flow. Planned and conducted user tests.

City of Miami - Project for Innovation Dept - UX Researcher / Architect

Planned and implemented surveys, Heuristic evaluation, and Competitive Analysis. Conducted User testing of the Beta and iBuild websites. Analyzed results and compiled recommendations based on research. Improved efficiency of a user flow to permits from 10 to 4 steps. Findability of Apply CTA button was reduced from 1 min to 25 secs. Created Information Architecture, MindMap and Taxonomies. Designed Wireframes and Prototypes for permits online application.

WORK EXPERIENCE

Pocket Patient - Health Management System

UX Consultant - UX QA

Present

Audited and refined information architecture and user flows. Wireframed and prototyped solutions for patients and physician modules taking into account HIPAA. Ran 1:1 user testing using guerrilla method. Conducted QA working closely with developers and designers.

Hermes-Soft - Web Development Company

Information Architect - UX Project Manager

2010 -2018

Designed solutions for several government divisions such as transport, culture, library, law, security, commerce, finance. Managed projects for National Council of Transport, National Library System of Costa Rica, National Museum of Natural History, Ministry of Culture and others. Started as a Webmaster, promoted to Information Architect position and subsequently promoted to Project Manager. Communicated and developed Information Architecture and it's impact on the company and clients.

Health Behavioral Services

Information Architect - Business Analyst

2017-2018

Reviewed behavioral data structure and defined business data models taking into account HIPAA guidelines, in order to centralize information. Conducted 1:1 interviews with stakeholders, staff and clients. Defined Information architecture for internal management system, wireframed and prototyped proposal.

Logline / Story Rocket

Information Architect - SEO

2015-2016

Platform showcasing and connecting film and TV writers and producers. Created information structures, labeling system and taxonomies. Designed wireframes and created prototypes to be tested. Contributed and implemented SEO strategy.

EDUCATION

Wyncode Academy - UX/UI Design 2018

8 week (360+) hours immersive UX/UI program teaching design methodologies, wireframing, UX strategy and frameworks, user personas, prototyping, interaction design, mobile design and necessary technologies such as Sketch, Figma, InVision, Photoshop and Illustrator.

Human Computer Interaction - UOC Spain - 2011
Interaction Design and Usability - UOC Spain - 2010

Business Intelligence - UOC Spain - 2015
Lic. Information Sciences - University of Havana 2006 - Costa Rica 2015