

Claudio Merino Ronda.

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Relevant experience

Ubeo.app

Sept 2018 - Sept 2019

Ux designer and researcher for an e-commerce/bidding platform with presence and operations across Europe and Latam.

I was leading the redesign for their website and android app

Ux design studio El Buen Camino.

Nov 2013 - Sept 2018

Partner and lead Ux. As the senior Ux designer, my role was to build the strategies and guide my team to fulfill the requirements of every project.

Featured projects:

- Ux leader for redesign the main sites and apps for MetLife Chile
- Ux leader for the redesign of the Santander bank in Argentina.
- Ux researcher for raileurope.com in Paris
- Usability consultant for a mobile app for a private clinic in Chile
- Ux researcher for the mobile version of University of Chile's website

Digital strategy company multiplica.com

Ene 2011 - Sept 2013

Remote Ux / UI designer for the US and Mexico branches of a multinational digital strategy company.

Featured projects:

- maaco.com: Ux / UI designer for an iPad App to digitalize the car's flow once the customer arrives at the store of a major car repair chain in the US
- Entel.cl: Information architect for the website's redesign of a Chilean telecommunication company
- tarjetanaranja.com: Part of the Ux team of the new client's site for a big retail company in Argentina

Digital agency diDigital.cl

Sept 2009 - Nov 2010

Partner and Ux designer.

Featured projects:

- Ux / UI designer for several website redesign projects, mainly in the e-government industry.

Digital strategy company multiplica Chile

Ene 2008 - Jul 2009

Information architect and User researcher for the Chilean branch, but working remotely for projects across the Americas and Europe

Featured projects:

- Information Architect for Movistar.cl
- Information architect for Canal13.cl
- Information architect y lead UI designer for Viva Windham resorts
- Usability researcher for an e-kiosk for an important bank

Studies

Universidad Diego Portales.

Comunicacion multimedia
Journalism

2002 - 2003
2001

Volunteer

Chileayuda.com

2010

Ux lead. Chileayuda.com was a social project built in record time to help the victims of the earthquake that affect chile during the summer of 2010 and count with over 300 digital professional volunteers across Chile. I lead the designer and front-end team and in less than two days after the tragedy, we were able to upload the first version of the online help platform.