

# Maria Dugarte

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 [www.dugartemaria.com](http://www.dugartemaria.com)

## Resumen

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Working since 2015 in Chile in the area of user experience with a focus on providing solutions to users in sectors such as finance, retail, and loyalty, in B2B and B2C environments. My goal is to integrate user research with strategic design to develop intuitive and attractive products that improve the customer experience while meeting various objectives, sharing these results to support decisions with data.

## Experience

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- **UX Principal and Design Ops | Walmart Chile | 2023-2024:** Optimized design operations, led UX teams at a technical level in a B2B environment to meet backlogs. Developed proprietary UX methodology.
- **UX Lead and UX Consultant | 2Brains | 2022-2023:** Led a multidisciplinary team, mentoring, and strategic client relationships. Led end-to-end projects applying: Benchmarking, Lean Inception, Cardsorting, visual interface design, result sharing, metrics review to support design decisions, project management (roadmaps, backlogs).
- **UX Designer and UX Lead | Falabella Financiero | 2019-2022:** Collaborated with UX teams within the Falabella holding. Product definition. User research (cardsorting, user journeys, interviews, focus groups, benchmarking, value proposition canvas, remote and guerrilla testing), sharing results with the business. Metrics review to support continuous improvement. Desktop and mobile design. A/B Testing.
- **UX Designer | KI Technologies for Banco Itaú | 2018-2019:** Applied Design Thinking and user research techniques (cardsorting, benchmarking, interviews, usability testing). Generated UX KPIs from testing, shared results.
- **UI Designer with a UX focus | Supermercado Tottus | 2017-2018:** Identified user pain points for continuous improvement through user research. Designed interfaces (home page of [tottus.cl](http://tottus.cl)) for special campaigns.

## Education

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- Metrics and Design, Sol Mesz (Chile) | 2024
- Specialized Design Ops Program, Repensar (Peru) | 2023
- UX Content Strategy Diploma, Universidad Católica de Valparaíso (Chile) | 2022
- UX Immersion Program, Multiplica Academy (Chile) | 2017
- Bachelor's Degree in Graphic Design, Universidad de Los Andes (Venezuela) | 2011

## Skills

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**TECHNIQUES:** Agile methodologies: Scrum and Kanban / Design methodologies: Double and Triple Diamond, Lean UX, Design Thinking or custom methodology / Sharing results / Storytelling / Workshop facilitation / Documentation / Interviews / Cardsorting / User personas / Value proposition canvas / Accessibility / Wireframing / Prototyping / Usability testing / Data-driven metrics and decision making / Design Systems / Mobile design / Project management: roadmaps, backlogs / Information architecture / A/B Testing

**TOOLS:** Confluence/Jira / Optimal Workshop / Hotjar / Figma / Maze / Adobe / Notion / Mural / Miró / Google Analytics / Google 360

**SOFT SKILLS:** Communication / Negotiation / Resilience / Autonomy / Curiosity / Teamwork / Adaptability / Critical Thinking / Leadership / Empathy / Problem Solving / Openness to Feedback

## Languages

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Inglés BI (Intermediate)