

# Maria Dugarte

Product Designer | UX Lead | DesignOps



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## Experience

Principal UX and Design Ops

**WALMART CHILE** | 2023-2024

UX Lead and UX Consultant

**2BRAINS** | 2022-2023

UX Designer and UX Lead

**FALABELLA FINANCIERO** | 2019-2022

UX Designer

**KI TEKNOLOGIES - ITAÚ** | 2018-2019

UI Designer with a UX focus

**TOTTUS** | 2017-2018

## Education

Bachelor's Degree in Graphic Design

**Universidad de Los Andes (VEN)** | 2011

UX Immersion program

**Multiplica Academy (CL)** | 2017

Diploma in UX Content Strategy

**Universidad Católica de Valparaíso (CL)** | 2022

Specialized Program in Design Ops

**Repensar (PE)** | 2023

Certification in Product Management

**Google** | Actually

## Languages

- Native Spanish
- English Intermediate level B1

## Volunteering

UX/UI Mentor in ADPList

## Summary

With over 8 years of experience in user-centered digital experience design across sectors such as finance, retail, and loyalty, my goal is to integrate user research with strategic design to develop intuitive and appealing products that enhance the customer experience and achieve business objectives. By socializing these results, we can shift the mindset during the digital transformation process.

## Hard Skills

Wireframing Prototype Figma Agile Methodologies

Design Methodologies Mobile design Design Systems

Accessibility Facilitation Research Storytelling Maze

Usability Testing UX Socialization Documentation Ops

Metrics Confluence / Jira Optimal Workshop Hotjar

## Soft skills

- Communication
- Negotiation
- Problem-Solving
- Critical Thinking
- Leadership
- Autonomy
- Curiosity
- Teamwork
- Empathy
- Adaptability

## Hobbies

- Discovering new music and singing
- Reading a good book, currently reading 'Encuentra tu persona vitamina' by Marian Rojas Estapé.
- Photography
- Multifunctional exercises
- Go for a bike ride on Sundays