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Summary

Whether your team is striving to achieve product-market fit, expedite design research, or facilitate sprints and run A/B tests, Miguel helps people skillfully navigate into the unknown by surfacing our shared, hidden reserves of creativity and compassion.

Miguel combines expertise in design research, software development, and data-driven strategy to offer just the right consulting services for startups and businesses of all sizes. Miguel has worked on products and services ranging from B2B healthcare technology to DTC hardware for pets. With over a decade of hands-on experience; Miguel has never been afraid to wear multiple hats on tech-forward teams

Experience



User Experience Consultant

Nov 2019 - Present (1 year 11 months +)

We use Human-centered Design for decreasing customer acquisition costs while improving retention.

- Delivered an Atomic Research Repository with over 1,600 observations; 50+ insights about the customer experience, co-created personas, journey maps, and prototypes.
- Interviewed eight internal project members, 17 employees across departments, and 15 customers; ran four ideation workshops with stakeholders across departments to identify design opportunities



Senior Manager, Design Strategy

Inovalon

Jul 2017 - Jul 2019 (2 years 1 month)

In one year, we transitioned UX and UI design in-house and certified 20+ design practitioners in human-centered design:

- Reduced the run rate of the design team by 60%
- Saved \$2.4 million on code rewrites with user research
- Designed a corporate training program to certify cohorts of 20 design practitioners



Design Fellow, Open Data and Digital Transformation

City of Philadelphia

May 2017 - Jul 2017 (3 months)

With this project, Philadelphia's Office of Open Data and Digital Transformation engaged community groups and nonprofits to explore their needs for open data, and the challenges they faced when using it.

- Interviewed community groups and nonprofits to explore their needs and challenges.
- Facilitated ideation with members of the digital transformation and open data office.
- Developed recommendations for making open data more accessible to non-technical users.

Lead Product Designer, Curadora

CID Entertainment

Jul 2016 - Nov 2016 (5 months)

- Led customer development efforts and discovered major pain points of prospect customers
- Facilitated design workshops with executives and aligned around a product strategy
- Developed an analytics tracking process to guide position and approach

Lead UX Designer

Love With Food by SnackNation

Nov 2014 - Nov 2016 (2 years 1 month)

- Led mix-method research efforts to answer questions about customers
- Increased sign-up conversion rates by 60% through a re-design of key user flows
- Reduced time to market by introducing agile practices and pattern libraries

Frontend / UX Team Lead

WebLinc Commerce

Nov 2011 - Oct 2014 (3 years)

- Increased the lifetime value of clients by surfacing performance and usability issues
- Managed a team of front-end software developers and established pattern libraries
- Developed onboarding practices and trained new hires

Full-Stack Web Developer

SIDES Creative Inc.

Sep 2010 - Oct 2011 (1 year 2 months)

- Provided technical feedback and estimates to clients
- Authored production-ready HTML, CSS, and JavaScript
- Developed PHP backend systems that met administrative needs

Game Designer

Self-Employed

Mar 2008 - Sep 2010 (2 years 7 months)

- Launched an indie player-versus-player tower-defense game
- Designed user interfaces that were easy-to-use and support a project's story and theme
- Made art that integrated into games without sacrificing vision or exceeding technical limits

Licenses & Certifications

 **UX Certificate, Management Specialty** - Nielsen Norman Group

1029705

Skills

UX Strategy • UX Research • User Interface Design • User Experience Design • Software Development
• Front-end Development • Business Strategy • Usability Testing • User Experience Design (UED) •
Information Architecture