

# CATALINA VASQUEZ

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## SENIOR PRODUCT UX/UI DESIGNER

With 12 years of hands-on experience, I'm dedicated to crafting impactful, user-centric solutions that enhance lives. Proficient across all stages of the design process, from conducting user research, wireframing, and prototyping, through to delivering assets to developers. I effectively lead cross-functional teams to deliver innovative products, ensuring user satisfaction pre and post-implementation.

### Core competencies include:

**Design** - User Experience Design | Design Systems | Interaction Design | Information Architecture | UI Design | Prototyping | UX Research | Usability Testing

**Software** - Figma | FigJam | Gong | Google Suite | Maze | Miro | Mural | Optimal Workshop | Gitlab | JIRA | Confluence | Basic knowledge of HTML/CSS/JavaScript and Integration concepts

## WORK EXPERIENCE

### Senior UX/UI Designer for [Smith Commerce](#) (remote - full time) Dic 2023 - present day

UX/UI designer for B2B e-commerce and SAP Commerce Cloud solutions across multiple industries, collaborating with enterprise clients such as:

- James Hardie – Global leader in fiber cement manufacturing
- Border States Industries – Sixth-largest electrical distributor in the U.S.
- F.W. Webb – Major wholesale distributor of engineering and construction products
- Bound Tree Medical – U.S. distributor of prehospital emergency medical supplies
- Makino – Japan's leading CNC machine tool manufacturer
- Yanbal – Multinational beauty and personal care company

### Key Contributions:

- Design for web, mobile and iOS applications.
- Conduct heuristic evaluations to identify usability issues and enhance e-commerce experiences.
- Design intuitive UI components and interfaces based on user stories, collaborating closely with client UX teams and the Customer Experience team.
- Improve internal design processes by providing expert design feedback, standardizing deliverables, and ensuring seamless handoffs to development teams.
- Optimize design sprint workflows, leading to more efficient MVP development and faster go-to-market.
- Present UX/UI designs and strategic recommendations to clients, aligning design solutions with business goals.

### Senior UX/UI Designer for [Soho Humantech](#) (remote - freelance) Dic 2023 - Jan 2024

Freelance work of a Benchmark of trends for centennials usage of banking applications and the creation of a Voice and Tone Manual of Brand oriented to this group. This was also branded for Promerica Bank (Guatemala) client.

### **Senior UX/UI Designer for [Treez Inc](#) (remote - full time)**

**Apr 2023 - Oct 2023**

Led UX/UI design and user research for B2B e-commerce platforms, specializing in cannabis retail technology. Collaborated with global cross-functional teams across India, Europe, and the U.S. to drive innovative product experiences.

#### **Key Contributions:**

- Conducted extensive user research using qualitative and quantitative methods to inform MVP development.
- Designed the Discounts feature, enabling both manual and automated discount applications, streamlining operations for multi-store businesses.
- Explored and optimized user flows for various payment methods (cashless transactions, e-wallet integrations) and coupon redemption, focusing on mobile usability.
- Conducted targeted research with dispensary budtenders, validating new features and enhancing system usability.
- Developed and refined product collection management workflows, improving catalog organization and efficiency.
- Streamlined design and development workflows by attending design critiques, writing and refining design tickets, and ensuring high-quality asset delivery to engineering teams.
- Led proof-of-concept testing for a B2C mobile Rewards system, enhancing engagement and user retention strategies.

### **Senior UX/UI Designer for [Kitchen United Inc](#) (remote - full time)**

**Mar 2022 - Apr 2023**

Led UX/UI design for B2B SaaS restaurant technology, improving menu management, payment systems, and delivery integrations to enhance operational efficiency and user experience for ghost kitchens.

#### **Key Contributions:**

- Designed and optimized the internal catalog system for restaurant menus, improving product maintenance and critical functionalities.
- Enhanced the platform's SaaS capabilities, supporting subscriptions and recurring revenue to drive business growth.
- Led UX/UI design and implementation of BruinCard payment integration into the company's POS system, streamlining transactions.
- Conducted user research and designed workflows for third-party delivery service integration (such as GrubHub, Uber Eats and Doordash), improving order fulfillment efficiency.
- Implemented usability improvements across the B2B platform, ensuring a seamless client experience.
- Designed a proof of concept for Kitchen Display Systems (KDS), enhancing order visibility and workflow efficiency for kitchens and chefs.

### **UX/UI Designer for [Modernizing Medicine](#) (remote - full time)**

**May 2018 - Feb 2022**

Designed and optimized user experiences for healthcare SaaS solutions, collaborating cross-functionally to enhance usability across diverse medical specialties. Led UX/UI initiatives for the Gastroenterology vertical (gGastro), driving visual and functional consistency within the ModMed suite.

#### **Key Contributions:**

- Conducted global, cross-functional collaboration with UX, development, product, and marketing teams to establish design standards across multiple medical specialties.
- Led mobile and web experience design for gGastro, achieving a groundbreaking visual unification with the broader ModMed suite.

- Managed and supervised the gGastro UI refresh, enhancing usability and modernizing the platform's appearance.
- Facilitated high-impact UX workshops with users and clients during the annual strategy retreat and Momentum conference, gathering key insights to drive product improvements.

### **Lead UX/UI Designer for MiningTAG (hybrid - full time) Feb 2015 - May 2018**

Led UX/UI design for Onemine, an innovative underground mining production control software, helping reduce mining production time by up to 40% through real-time data visualization and optimization.

#### **Key Contributions:**

- Conducted continuous user research to identify pain points, enhance existing solutions, and discover opportunities for new product development.
- Evaluated mining system usage and data collection methodologies in both underground and open-pit mining environments, ensuring accurate data delivery to relevant user roles.
- Designed complex data dashboards and UX flows, optimizing real-time monitoring and decision-making for mining operations.
- Collaborated closely with developers and innovation engineers, applying Agile, Lean UX, and Design Thinking to improve workflows and drive efficiency.
- Led interactive workshops and stakeholder meetings, utilizing Card Sorting, wireframe reviews, prototypes (low & high fidelity), and printed/digital mockups to validate and iterate on designs for mission-critical systems.

### **UX/UI Designer for AllergyHero Startup (hybrid - full time) Mar 2014 - Oct 2014**

UX/UI designer for a severe allergy management app, prioritizing user feedback loops to enhance usability and patient safety. I also led the design of an iPhone 4 case with an integrated epinephrine injector, merging hardware and software UX for emergency medical response. Developed the brand identity and marketing strategy, ensuring a cohesive visual presence across digital and physical platforms.

## **EDUCATION**

<b>User Experience Certification</b>   Nielsen Norman Group, New York, USA	2017
<b>Web Design and Development Diploma</b>   Duoc UC, Chile	2015 - 2016
<b>Industrial Design Degree &amp; Bachelor of Arts and Sciences in Design</b>   UTEM, Chile	2007 - 2012