

# XIMENA MOLINA

SENIOR USER EXPERIENCE (UX) DESIGNER

## Email

molina.xime@gmail.com

## Portfolio

ximenamolina.com

## SKILLS

Visual Design

Wireframing

Prototyping

User Flow Design

Usability Testing

Interaction Design

User Interface Design

User-centered Design

Team Management

Content Strategy

Site Maps

Art Direction

Ecommerce

Responsive Design

Web Development

Information Architecture

## TOOLS

X)HTML, HTML4/5

CSS1/2/3

jQuery

CMS Wordpress

Cross-Browser testing

Adobe Creative Suite

Axure RP

Microsoft Office

## SUMMARY

I am a passionate Senior UX Designer with 10+ years in the industry. My principal focus is on developing user-centered experiences that engage and inspire customers. I have a strong business sense and deep understanding of user needs, business goals and market behavior. One of my strengths is being very creative and strategic at solving problems.

I have delivered effective and innovative user experiences across a variety of digital channels. I have extensive experience in Retail and Ecommerce from big companies in Latin America. I have worked with cross-functional teams as well as highly technical teams.

My skill set includes usability testing, information architecture, wireframes and prototyping, visual Design and front-end development.

## EXPERIENCE

### MINT DIGITAL AGENCY

#### Co -founder and Creative Experience Director

July 2013 - Present

From developing digital business strategies to managing digital services my responsibilities included: Email marketing, Online campaign development, Social media management, Online advertising, Website development, Usability testing and research, visual design and user experience.

In the past two years we worked with Oechsle (Department Store in Peru), Marco Polo (Food industry), Lan (LanPass Airline Loyalty program). We were able to design and implement digital marketing campaigns in social media and social networks that increased user interaction with these brands. In this process with translated complex customer interactions into simpler, more elegant and intuitive flows.

### CENCOSUD / PARIS JUMBO ECOMMERCE

#### Regional Senior User Experience Lead

Chile Peru Argentina

April 2012 - April 2013

Lead UX Designer in the Retail Ecommerce Site Paris.cl (IBM Web Sphere Commerce). We redesigned the end-to-end shopping experience engaging all customers segments seamlessly across different digital channels. This project included the creation of sketches, process flows, wireframes, prototypes and visual design mockups. It also included detailed specifications for the implementation stage carried by a high technical Team.

I worked collaboratively with cross-functional teams, product managers, the technical Team and developers to help define the business, the requirements, the priorities and the implementation.

I designed the UI architecture, interface, and interaction/flow of the different applications following best practices and standards to simplify the complex business processes and turn them into intuitive and elegant UIs.

Everything was validated by user research/usability tests.

## **CENCOSUD / PARIS JUMBO EASY ECOMMERCE**

### **Chief User Experience Officer (CXO)**

#### **Digital Business Management**

January 2011 - March 2012

Lead a team of UX designers and web developers to improve the user experience of all the ecommerce sites under Cencosud. This included Paris.cl, Jumbo.cl and Easy.cl

I provided feedback and guidance to less experienced designers on the team, and contributed to team growth. I nurtured relationships across teams and disciplines to promote collaboration and efficiency.

I contributed to user interface design specifications establishing best practices to ensure quality.

I planned and prioritized multiple projects to ensure timely delivery. I participated actively in usability testing and interpreting data to understand the needs of the users and define proper customer experiences.

I presented our work to the product team, engineering team, and business stakeholders for review and feedback.

## **CENCOSUD / PARIS JUMBO EASY ECOMMERCE**

### **Art Director / Team Lead**

July 2009 - December 2010

Responsible for all branded content in digital media of Cencosud brands Paris.cl (Department Store), Jumbo.cl (Grocery Store) and Easy.cl (Home Improvement Store).

Managed communications from inception to completion, delivered digital assets on the Ecommerce sites, I was responsible for generating visual concepts in response to internal clients' requests.

Created designs for multiple simultaneous campaigns on all digital media channels.

I created customer-centric designs by considering site metrics to meet business goals.

Developed design standards and guidelines for online content.

I managed a team of designers.

## **CENCOSUD / EASY.CL HOME IMPROVEMENT STORE**

**Senior Web Designer**

February 2007 - June 2009

I was the Front-end developer and Visual Designer of the Ecommerce Web Site Easy.cl.

Managed the ecommerce site and created daily digital content, banners, landing and mini-sites.

## **KITCHEN CENTER**

**Web Designer**

November 2004 - May 2006

Developed brand identity from concept to delivery and designed guidelines across all brands in the Company.

Developed all innovative advertising campaigns for the products promotional communications online (Emailing, Websites) as well as offline (Brochures, Flyers, Magazine Ads)

## **EDUCATION**

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**GRADUATE AT VIÑA DEL MAR UNIVERSITY**

1999 - 2003

Digital/Graphic Design

**SAN DIEGO STATE UNIVERSITY**

2006

College of Extended Studies English for Academic Purposes

## **LANGUAGES**

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Spanish

English