



# Pedro Sanoja

UX DESIGNER

## PORTFOLIO

[pedrosanoja.com](http://pedrosanoja.com)

## PHONE NUMBER

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## LINKEDIN

[linkedin.com/in/psanoja/](https://linkedin.com/in/psanoja/)

## SKILLS

UX Design  
Interface Design  
Prototyping  
Wireframes  
Information Architecture  
User Research  
Interviews and Testing  
Design Thinking  
Heuristic Analysis  
Leading  
Design Sprints  
Workshop Facilitation  
Motion Graphics  
Copywriting  
Quantitative Analysis  
Typography  
Front-end Development  
Communication Skills  
Keynote Preparation  
Adobe Suite  
Sketch/Zepplin/InVision

## MINDSET

Empathy  
Apprentice  
User-centered  
Product  
Lean & Agile  
Digital

## INTERESTS AND HOBBIES

Traveling, Running, Tennis,  
Vinyl collector, Reading

## VOLUNTEER WORK

**LAKINO Latin American**  
Film Festival (Berlin 2013),  
**Festival de Cine**  
Venezolano (Merida 2006).

## LAST WORK EXPERIENCE

### UX Lead

**Boehringer Ingelheim**  
*Buenos Aires (Argentina)*  
2018

Worked in a innovative, Agile and user centered environment to help conceptualizing ideas to delivering a product, leading the overall experience (from trigger to adoption and market fit analysis) of a smart digital solution for the US market within the Buenos Aires IT office. Facilitated regular cross-functional design working sessions with management, UX and engineering team.

### UX Designer (Contractor) Mckinsey & Company

*South America*  
2018

I helped clients to adopt and establish key paradigms and methodologies for digital innovation and to develop successful digital products. Planned and facilitated workshops, managed deliverables, user testing, prototypes and UI with the highest standards.

### UX Consultant, Inlight

*Buenos Aires (Argentina)*  
2017-2018

Focused on facilitate, guide and provide coaching on design team and management. Regular senior level communication with key customer accounts to ensure understanding their needs, scope and project success. Working with design and development teams to ensure quality of delivery.

### Sr. UX Designer, EGO Agency

*Buenos Aires (Argentina)*  
2015-2017

Responsible for leading, overseeing and enhancing UX/ interaction design of digital properties for Santander Bank (3.5million users) and Zurich Insurance. Advocated Design Thinking across products as well coached peers with UX/UI Design workshops, to encourage a culture of innovation.

### Product/UX Designer, Dimensional Studio

*Buenos Aires (Argentina)*  
2014-2015

Builed product solutions for customers from ideation to delivery, applying a user-centered design mindset and Lean UX/Kanban methods. Building and control workflow and procedures of interactions between teams and clients, also recruitment.

### Head of Design, NOON Artists/Records

*Barcelona (Spain)*  
2012-2014

As employee #1, I collaborated closely with co-founders to design or supervise contractors on communication via digital or printed channels, copywriting, brand strategy, also designed the online booking plattform.

### Designer (Freelance)

*Barcelona (Spain)*  
2008-2014

Days as freelancer acquiring experience in different roles, helping teams, startups, studios and agencies in Barcelona, Berlin and Mérida cities; more than 30 projects, won 2 industry awards, showcased in 2 design books, 4 design magazines and participated in 3 design exhibitions.

## EDUCATION

### UX Design Certification

2017

RED Academy. Toronto, ON.  
10 weeks intensive course

### Master in Motion Graphics

2009-2011

Escola Superior d'Imatge i Disseny, Barcelona, Spain.  
2 years Master course.  
Diploma issued by Universitat Abat Oliva.

### Systems Engineering

2003-2008

PSM, Merida, Venezuela.  
4.5 Years. Bachelor degree.

### Information Technologies

1999-2002

UTS, Merida, Venezuela.  
3 years. Diploma.

## PROFESSIONAL DEVELOPMENT

Actively participating in web, design, innovation, entrepreneurship and creative community on conferences, courses, workshops around the world for more almost 17yrs.