

Hi, I'm Pedro Sanoja.

User Experience Designer.

e: hi@pedrosanoja.com | **skype+phone:** +54 911 26829655

Career summary

Innovative, energetic, organized and transformative professional with deep expertise on designing digital products and systems, applying the right mindset to uncover people's problems, discover business opportunities, prototype ideas, refine solutions and launch outstanding experiences that users love to use and brings value to companies.

Mindset and skills

- *Cultivated* empathy, user-centered design approach, Agile methodologies, Lean UX, Design Thinking, Product Management, workshop facilitations, team leadership and team building, business development and strategy.

- *Planned and executed* User Research, interviews, Surveys, Persona creation, Customer Journeys, Service Blueprints, User story mapping, A/B testing, Card Sorting, quantitative and qualitative analysis, comparative and competitive analysis, Usability testing, Rapid Prototyping, Wireframing, task flows, Heuristic Analysis, requirement definition, QA and more UX activities.

- *Crafted* Journeys, Prototypes, Design Systems, information architecture (IA), User Interfaces, Motion graphics, Icons, Images, Content, CSS and HTML templates.

- *Using* Paper, Post-it, Sharpies, Balsamiq, Sketch, Adobe XD/Photoshop/Illustrator, Sublime text, Invision, Zeplin, Balsamiq, Flinto, Principle, Axure RP, DSM, Inspector, Excel, Atlassian suite, Wrike, Trello and others.

Selected accomplishments

- *Designed* alongside a talented cross-functional team and top consultant agencies, from *kick-off* to *launch*, a new online banking experience for the second largest bank in Argentina, applying Design Thinking and a very flexible Agile process. The result was increasing awareness metrics, a more useful and scalable digital framework, an outstanding engagement numbers from +3.5M customers.

- *Coordinated and provided* design outcomes in a new product for the second most important oil company in Latin America, helping them to solve constraints through workshops and build a digital solution for an internal process, later transforming how they operate. Efforts streamlined operations and costs, while enhancing internal departments and reducing process times.

- *Improved* the User Experience of a digital product for the US market, increasing users in more than 500% in less than 9 months, within Animal Health division in one of the most advanced and largest pharmaceutical companies in the world.

- *Led and delivered* a full digital platform for a massive and complex insurance company in Argentina. In fast paced environment (caused by a merge and acquisition process), with quick iterative cycles we get a well shaped and validated product, ready to launch and scale. Also, provided user centered mindset to managers and team members through meetings and workshops.



Portfolio

pedrosanoja.com

Social

[linkedin.com/in/psanoja](https://www.linkedin.com/in/psanoja)
twitter.com/pangramas
dribbble.com/pangramas

Interests & hobbies

Meet new places
Play tennis & run
Get new vinyl records
Gather friends & family

Last work experience

UX / UI Designer — Boehringer Ingelheim

Argentina, USA and Germany. Jun 2018 — present

Worked at one of the BI's innovation lab with engineers, marketers and managers on three countries to develop an digital product for the US market. Applied user research, Agile mindset and user centered approach to led the overall user experience. Facilitated design workshops, keynotes, design critiques and more mapping and alignment activities. Builded and tested prototypes, wireframes, Design System. Handled the operations and communications between Dev and Design team.

UX / UI Designer (Contractor) — McKinsey & Company

Colombia, Chile and Argentina. Feb 2018 — Jun 2018

Drove a problem framing and a full three month Design Thinking process with two major clients to uncover real issues, we mapped journeys, created blueprints and tested some solutions to define MVPs. Performed and facilitated ideation workshops, managed deliverables, planned and documented research. Designed a high-fidelity prototype (MVP) and prepared all UI assets for development. Listed all KPIs needed.

UX Designer / Consultant (Contractor) — Innlight

Argentina. Nov 2017 — Jun 2018

As a UX Design consultant, I supported four Agile teams in Telefonica, focusing on facilitation and guidance for every product. Assisted managers on how to implement User-centered and Design Thinking mindset. 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.

UX Designer / Lead — EGO Agency

Argentina. Sep 2015 — Jun 2017

Took part in the discovery and design on several digital properties on Santander Bank (3.5million users) and Zurich Santander insurance. Advocated Design Thinking as well coached peers with UX Design activities, to encourage a culture of innovation. Responsible for wireframes, usability testing, prototyping and the UI for the whole online banking experience, and partially the mobile banking App.

UX Designer / Account / Design Director — Dimensional Studio

Argentina. Jun 2014 — Sep 2015

Founded and managed a design studio, with the objective of helping startups get their ideas and digital solutions validated and launched, ensuring that the product fits on user's needs. Services that starts on discovery, ideation to delivery, applying mostly Lean UX methodology. I was in charge of taking care of workflow, time and operations between my team and clients, also recruitment and legal activities; while I was the UX/UI designer of the studio.

Web & Graphic Designer — Noon Records

Spain and Argentina. Mar 2013 — Sept 2014

Collaborated closely with co-founders to get all online communication running, copywriting, brand strategy and all items on digital and physical channels. Designed and developed the online booking platform for all Noon artists.

Digital Designer / Developer / Motion Artists — Freelance

Venezuela, Spain, Germany and Argentina. Dec 2006 - Jun 2014

Collected a valuable experience and cultivated a professional network as an independent designer in cities like Barcelona, Berlin, Mérida and Buenos Aires, moving into different roles and teams, helping startups, companies or agencies to get their ideas on the market; In those days I've worked in around 35 projects, won 2 industry awards, get work showcased in a design book, 4 design magazines and participated in 3 exhibitions in Europe.

Education

User Experience — Red Academy

Canada. 2017

12 weeks UX certification program.

Master in Motion Graphics — IDEP

Spain. 2009 — 2011

2 years Master degree at Escola Superior d'Imatge i Disseny, issued by Universitat Abat Oliva.

Systems Engineering — Santiago Mariño

Venezuela. 2003 — 2008

5 Years. Engineer degree.

PSM, Merida, Venezuela.

Information Technologies — IUTAJS

Venezuela. 1999 — 2002

3 years. Bachelor degree.

UTS, Merida, Venezuela.

Professional Development

Actively participating and sharing knowledge on the local and international Design community, Strengthened my career through qualitative and technical related courses, workshops, conferences and meet-ups. Beeing at many innovation talks, entrepreneurship networks and creative groups around the world for more almost 15 years.

Volunteer work

LAKINO Latin American

Germany, 2013.

As a designer of a Berliner Latin American film festival

Festival de Cine Venezolano

Venezuela, 2006.

Designer of the Venezuelan Film Festival