Bibiana Aguero

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Lead UX + Product Designer based in Fort Lauderdale, FL, with 8 years of experience. Natural Servant Leader. Experience includes VP of UX Design, & Design Director with a proven track-record in Telecommunications & Financial sectors in B2B & B2C products expanding to a global reach. Driving innovation & conducting research to value-added IA/UX deliverables. Highly collaborative, Pioneering research-driven UX Design in both large corporations and startups working with C-Suite leaders, business stakeholders, copywriters, developers & end users to create reliable, simple, and exceptional digital experiences.
PS - As Design Owner, I led the design for the launch of Bridge, a VC-backed lending platform in an accelerator program. Bridge allows companies to reach over 75 banks & CDFIs with a single business loan request.

EXPERIENCE

WESTERN UNION, MIAMI, FL

UX Design Manager, US Ecosystem   April 2024-Present

- Build with leaders of other UX, Engineering, & Product Management teams to create innovative digital experiences, competitive with today's tech-forward digital bankss
- Conduct competitive analysis audits, user research, & persona analysis with Testlio & our dedicated UX Research & Analytics teams to understand our current customer base & how we can be best poised to serve them
- Proactively Research & Design new digital offerings & capabilities to service cross-border transfers, loyalty & rewards benefits, customer journey growth, & in-class design products across multiple platforms
- Work with cross-functional Product Management, Commerce & Innovation, & Legal teams to iterate and design a full-service Western Union app serving our customers globally, merging regional offerings into a single global application

VERIZON, REMOTE

Lead UX Designer   July 2022-Dec 2023

- Conduct competitive analysis on onboarding & authentication flows to build a holistic, user-friendly registration flow
- Redesign the Sign In & Forgot Password process on Dotcom, mDot, & MVA platforms from an archaic system to VDS 3.0, transforming broken flows into cross-platform eligible experiences that support users' safety and trust of Verizon's web browsing experience
- Research, spot testing, data analysis, & build Dev-ready Figma prototypes for various Privacy needs including for the Verizon Privacy Dashboard (VPD) Universal landing page & post-authentication user flows in compliance with CCPA laws
- Build a comprehensive, complex VPD sitemap across DotCom & mobile platforms, increasing visibility of privacy across our digital landscape by over 40%

CITIBANK, NEW YORK, NEW YORK

Lead UX Designer   November 2019-June 2022

- Own and lead the Design for Bridge Built by Citi, a Citi Ventures backed innovative lending platform for small businesses with over 30 participating institutions at launch
- Democratise lending of upwards of +$2 Billion by simplifying an application experience in a modern, easy to use format
- Facilitate consensus working with MVPs conceptualizing, visualizing and communicating ideas with stakeholders and Lead Design efforts for increased global traffic amongst Citi Commercial Bank, a financial services platform that transforms clients' onboarding & 8 banking journeys, revenues of +$10M, & global reach in over 40 countries, & subsidiaries in over 90.
- Pioneer research & user-driven design thinking in relevant teams, leading to a global expansion of Gateway, a mid-market client platform serving individual clients, CFOs and businesses with cash, loans, and service-related tasks
- Partner with product managers, engineers, UX researchers and content strategists in global cross-functional environments on multiple initiatives concurrently
- Champion design excellence with major transformation initiatives across existing client portals & User Journeys, optimising digital onboarding, a fully responsive customizable welcome portal, simplified KYC, a global digital ecosystem strategy, platform compatibility with CitiBusiness Online, & leadership/oversight of the Gateway mobile app

BLOXX FOUNDATION, NEW YORK, NEW YORK

COO, VP of UX Design & innovation   August 2018-Apr 2021

- Convert an idea of a digital cryptocurrency exchange & marketplace, while brainstorming with CEO,
  to a fully branded creative strategy & executed plan for a live, functional trading website
- Own Design Strategy from Wireframing to Rollout, Marketing, & Business Insights which resulted in over 7,000 social media reactions
  & global impact for further investors from NAM & EMEA, & APAC regions.
- Enact a complete campaign for Pre-ICO, & Trading Exchange launch, educating our target audience on specific promotions
  & creating solid brand awareness in over 12 countries before launch.
- Advocate for UX influencing strategy and ensuring best practices with regards to UX leading the product vision,
  alongside development voice & insight into early stages of the product lifecycle

140 WEST - VERIZON, NEW YORK, NEW YORK

UX Design Director   February 2019-September 2019

- Manage teams of Designers, Photographers, Copywriters, & Casting Crew collaborating to build short promotional reels
  displayed in stores nation-wide
- Design UI Multimedia assets to build compelling customer retail, video, & web experiences using Sketch
- Provide Art Direction at on-site locations with Cast to ensure a smooth live enactment of promo storylines
- Work closely with Post-Production on Premiere & Photoshop for a final rendition of assets
- Manage stakeholder expectations regarding reel deliverables & creative compliance for legal restrictions provided

Digital UI Designer   July 2018-January 2019

- Design & Execute content marketed towards Online Advertising (OLA)
- Collaborate with multidisciplinary talent: Scrum Master, Copywriters, & Stakeholders to deliver to development on tight deadlines
- Originate & present ideas to leaders, specifically on the My Verizon app (MVA) landing page, increasing user retention
  on the MVA landing page by over 60%

NEW YORK ROAD RUNNERS, NEW YORK, NEW YORK

Digital Designer   October 2017-July 2018

- Develop navigation guidelines for responsive web pages promoting events & sponsorship opportunities
- Design & animate TCS NYC Marathon, Brooklyn Half, & additional event marketing communications advertised
  on Times Square with +2M organic impressions, as well as throughout the 5 NYC Boroughs
- Build out & maintain NYRR RMS Runner Results Club Standing, Calendar, & Race Results section,
  supporting over 695000 participants with important race data

SAATCHI & SAATCHI WELLNESS, NEW YORK, NEW YORK

Graphic Designer   November 2016-July 2017

- Collaborate with Art Directors & Content Strategists to a series of content for Women, Wellness & Technology,
  resulting in an 18x spike in engagement compared to the average healthcare engagement rate
- Brand collateral material, using captivating visuals for household companies such as NexGard
- Develop concepts for social media that succinctly deliver a strong narrative & corporate presence online
- Conceptualise advertisements & digital solutions across multiple screen sizes & video, graphic, & audio platforms
  using Adobe Photoshop, Illustrator, InDesign & After Effects

EDUCATION

Savannah College of Art & Design (SCAD) ATLANTA, GEORGIA

Bachelor of Fine Arts   August 2012 -   June 2016

Graphic Design, Photography minor

SOFTWARE SKILLS

- Adobe Media Encoder ● After Effects ● ChatGPT ● Cinema4D ● DreamWeaver ● Figma ● Figjam ● InDesign
- Illustrator ● Invision ● Invision Studio ● JIRA ● Keynote ● Lightroom ● Marvel ● Miro ● Mural ● Photoshop
- Premiere Pro ● Sketch ● XD

DESIGN SKILLS

- HTML5 ● CSS3 ● JQueryMobile ● Javascript ● Rapid Prototyping ● Motion animation for UI ● Systems Design
- Wordpress ● Bootstrap toolkit ● Design leadership ● Design Thinking ● Prototyping ● Art Direction ● Remote User Testing
- Emerging Experience Design ● Modular mobile design strategies ● WCAG & 508 ● Native App Design

LANGUAGES

- English ● French ● Spanish ● Beginner Italian ● Beginner Arabic

AFFILIATIONS

The Professional Association for Design (AIGA)   March 2015

HONORS, AWARDS, PUBLICATION

Citibank WOW Awards

- Design leadership for an independent lending platform launched across USA
  Best for the Client, for a project of 320 screens & 32 APIs in a multi-collaborative effort