

Bibiana Agüero

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Lead UX & Product Designer based in Fort Lauderdale, FL, with 10 years in B2B & B2C products in Telecommunications & Finance. I drive innovation through research, delivering value-added IA/UX solutions. Highly collaborative, I work with C-Suite leaders, stakeholders, & teams to create exceptional digital experiences. As Design Owner, I led the design for Bridge, a VC-backed lending platform connecting companies to over 75 banks & CDFIs with just one loan request while working at Citibank.

EXPERIENCE

T-MOBILE, REMOTE

Jan 2025-June 2026

Senior Product Designer, Experience Design & Innovation (PXDI)

- Own end-to-end UX for internal support platforms, translating product requirements and customer journey insights into intuitive flows, high-fidelity Figma prototypes, and launched experiences for in-store staff and Care Specialists
- Create mobile products and services from a customer perspective, in line with T-Mobile's Magenta & Digitization initiatives
- Consolidate workstreams to exceed company goals, such as leadership in 5G, resulting in more coverage, technological advancement, & innovation
- Test & prototype new platform dashboards that serve customers, in-store personnel, & Care Specialists on phone lines on T-Retail

WESTERN UNION, MIAMI, FL

UX Design Manager, US Ecosystem

April 2024-Jan 2025

- Build with leaders of other UX, Engineering, & Product Management teams to create innovative digital experiences for US Wallet, Brazil, & WUDB in Europe, competitive with today's tech-forward digital banks
- Conduct competitive analysis audits, user research, & persona analysis with Testlio & our dedicated UX Research & Analytics teams to understand our current global customer base & how we can be best poised to serve them
- Research & Design new digital offerings & capabilities to service cross-border transfers, loyalty & rewards benefits, & introduce peer to peer transactions for our new digital mobile app
- Brainstorm, wireframe & design user-centered solutions for a simplified onboarding experience alongside Product Management for the Brazil Western Union app serving our customers across three access levels to our in-app services
- Own the Argentina Prepaid workstream, launching Argentina's world-class Prepaid Card web experience

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 & trust of our 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 privacy across our digital landscape by over 40%

CITIBANK, NEW YORK, NEW YORK

Lead UX Designer

November 2019-June 2022

- Own end-to-end UX & 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 & communicating ideas with stakeholders & 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 (now Private Banking & Wealth Management), a mid-market client platform serving individual clients, CFOs & businesses with cash, loans, & service-related tasks
- Partner with product managers, engineers, UX researchers & 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 & 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 • Coursera AI Certified

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

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