cindylmatos@gmail.com

CINDY MATOS

UX Designer Manager

Solid knowledge in research methods, analytic-focused, information architecture and usability testing. I am a facilitator in the design process, I am a problem-solver, and big hearted. Experienced in handling multiple projects at the same time, forming groups, and engaging teams in an environment that inspires not only deliverables but, psychological safety, collaboration, authenticity, creativity, and discussion of ideas to complex problems. I live by feedback, and work by a fast feedback loop, test fast, fail fast, learn faster. I am seeking to work for a company where I can stay, where I can help build the next generation of products with excellence, through human-centered leadership. My goal is to continuously learn and improve not only as a designer leader, but as a person.

CERTIFICATIONS

Leadership for Global Business and Politics,
Yale School of Management, Sept 2021.

UX Management Specialist,
Nielsen and Norman Group, Dec 2020.

Design Thinking: Digital Innovation, Scrum & Agile,
ESPM, Oct 2019.

Employee Experience
ESPM, Sep 2019.

SKILLS

Business analysis
Project management
Leadership development
Research
Persona development and journey map
Competitive analysis
Information architecture
Workshop facilitation
User flows and wireframing mobile and web
Interactive prototyping
E-commerce
Conversational interfaces mobile & web
Service blueprint

UX TOOLS

Figma & Make

Lovable
Maze
Jira
UXCam
Clarity
Google Analytics

EDUCATION

User Experience,
General Assembly, Boston, May 2019.

Communication and Media Studies towards a B.A. degree,
Universidade Vale do Rio Doce, Jan 2007 to Dec 2008.

LATEST EXPERIENCE

UX Manager at Fleetcor (Copay),
Dec 24 to Present.

• Brought user perspective into business's decisions and advised what may work or not for the customers.
• Contribute for strategic goals, priorities, work processes, tools, requirements, usability metrics and
product indicators.
• Managed multiple projects at the same time, defined goals, sprint plannings and responsibilities.
• Delegated tasks to UX`s team, prioritized, defining their deadlines, and allocated according to the right level of
expertise to accomplish each task.

Mobile App UX Lead at PenFed Credit Union,
April 23 to December 24.

• Gathered and synthesized design inputs (qual/quant data, primary/secondary research).

• Supported researchers in creating evaluative usability tests including research plans, prototypes, moderated
sessions.

• Collaborate closely with product managers to ensure understanding of pain points, opportunities and to ensure
design approaches to problems and solutions meet established success criteria in bringing product vision to life.

• Translated complex problems into "simple" practical design solutions that are grounded in data and user
experience best practices.

• Communicated conceptual ideas and design rationale to stakeholders at all levels of the organization, reporting
and presenting design improvements.

• Owned the creative process from ideation to final deliverable, partnering with UX strategists, UX
researchers, and other UX designers roles.
• Contributed to and leverage a design system to promote delivery speed, brand consistency, designing at scale.
• Collaborated with project managers to identify delivery milestones, coordinate design reviews, and
communicated blockers and status.
• Created effective and efficient digital banking experiences to maximize the product relevance.

UX Lead at Fleetcor,
March 21 to March 23.

• Act as a facilitator, to solve problems, remove impediments, conciliate different points of views, and promoted
conditions to deliver the best user experience possible.
• Provided assistance and work conditions to more than 12 designers, among UX writers, UX researchers, UX
Designers and UI Designers, in order for them to deliver their tasks the best way possible.
• Approved the design solutions created by the UX team, actively participated in the discussions about the projects
and assumed entire responsibility for the team's proposed design solutions.
• Contributed for the implementation of an innovative culture, by applying design thinking techniques and by
encouraging discussions about a future vision.

UX Chapter Lead Manager at TakeBlip,
March 21 to June 22.

● Translated business strategy into strategic design actions.

● Worked with tech managers, PM's, data analysts, UX designers and developers to identify and prioritize opportunities in product development for clients.

● Acted as a technical reference, accompanying over 22 UX professionals, helping with their challenges, facilitated and encouraged collaboration between designers.

● Helped clients from acquisition to sale, to create relationship with their customers in the communication platform the client already used.

● Worked mainly with retail, consumer goods and transportation market segments.

● Helped clients to manage customer support on transactions confirmation, delivery, and stock volume of their ecommerce platforms.

● Assisted clients to maintain their brand available, optimized their service time and increased their business conversion rate.

● Worked with peers to define and improve evaluation criteria and career development processes when the company escalated fast, and the UX chapter grew 3X (times) its size in 6 months. Going from 22 UX designers to over 60 UX professionals.

● Interviewed, trained, and guided emerging 6 new UX designer leaders.

● Conducted technical feedback (1:1s).

● Kept deliverables aligned with Takeblip's Design System.

● Structured DesignOps teams based on UX chapter pains and needs.

UX Designer Lead and Product Manager at ConsigaMais+ Neon,

Sept 2019 to April 2021.

● Worked on service design, improving the volume of proposals for one of our products by 246% in two months, reporting directly to the company's board of Directors and CEO.

● Launched Organização Financeira, an educational product created to help people achieve their dreams and goals.

● Created and implemented new processes for product and services such as Roadmap. ● Studied and contextualized the company's operating sector, analyzing market share, understanding, and planning in the UX triad structure.

● Created Blue printings and identified opportunities for improvement.

● Work on a product backlog guided by a holistic and systemic view of design. See patterns between the brand / product ecosystem (B2B and B2C).

● Optimized UX within different approaches, including Agile.

Mentored, developed, and reviewed the team to ensure positive communication, met expectations, high performance, job satisfaction, and high retention.

● Linked customer pain points to organizational shortcomings/redundancies.

● Implemented and maintained design systems to maintain consistency and scalability.

● Acted as a facilitator in squads.

● Measured the impact of UX work, translating data and metrics,
● Created prototypes, of low and high fidelity, for validation of insights, Performing AB tests ● Provide functional documentation, when necessary, to stakeholders; educate and evangelize the UX culture for a change in business mindset.

User Experience Designer Lead at ConsigaMais+ Neon,
May 19 to Sept 2019.

● ConsigaMais+ App IOS & Android, increased the sales volume by 20% within 4 months. ● +Controle, a web tool to facilitate payroll loan approvals and reports.
● Made UX fit within the organization's culture Practicing public relations to nurture goodwill and expectations about UX.
● Assessed the business goals and how UX could help meet them.
● Prioritized the work to best meet goals given the available resources.
● Performed a "skills gap" analysis to determine how to escalate UX.
● Justified UX budget, cost, and materials to use to best meet goals.
● Created job levels, descriptions, and pay scales to structure job expectations and growth.
● Interviewed and hire.
● Strategic and tactical projects for IOS/ Android and web tools from research, conceptual phases to product release, conducted and synthesized research; benchmarking and conducting co-creation workshops.

OTHER EXPERIENCES

UX Designer Consultant,
City of Boston, March 19 to May 19, Boston, MA.

User Experience Designer,
GA, Feb 19 to May 19, Boston, MA.

Correction Officer,
Commonwealth of Massachusetts, Apr 18 to Dec 18, Shirley, MA.

Data and Office Management, Independent Contractor,
Jan 16 to Dec 17, Boston Area.

Office Manager,
Perfect Dental, May 14 to Dec 15, Marlborough, MA.

Office Coordinator,
Milford Smiles , Jan 13 to May 14, Milford, MA.