



PABLO DUOBERT

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Senior UX Designer

As a Senior UX Designer with extensive experience, I am an expert in crafting engaging, intuitive, and usable digital experiences that delight users. With a strong focus on UX Research, I leverage my conceptual, analytical, and problem-solving skills to translate strategies into effective designs across multiple devices and platforms.

I am passionate about delivering solutions that meet the needs of both users and stakeholders, paying close attention to detail. Highly proficient in a wide range of prototyping tools and framework software, I am also quick to adapt to new processes and workflows.

Technical Skills

Proficient in various prototyping tools and framework software. Quick learner and adaptable to new tools and processes that align with company workflow. Confident in ensuring seamless integration with the team.

SOFTWARE SKILLS	DESIGN SKILLS
<ul style="list-style-type: none">FIGMAAdobe XDSketchAxureInVisionOmniGrafflePhotoshopIllustratorSketchUpAnimateCamtasiaJiraSlackMicrosoft Office	<ul style="list-style-type: none">User research techniques (interviews, surveys, usability testing)Persona, user flow, and wireframe creationHeuristic evaluations and competitive analysisMulti-device and platform design (responsive design, mobile-first)UI design principles and techniques (typography, color theory, visual hierarchy)Prototyping and interaction design (Sketch, Figma, InVision)Accessibility and inclusive designCross-functional collaborationCommunication and presentation skills.

PROGRAMMING SKILLS	OTHER SKILLS
<ul style="list-style-type: none">PHPReact JSHTML5CSS3JavascriptjQueryMySqlC++	<ul style="list-style-type: none">Agile & ScrumA/B TestingMarketingStoryboardingModel MakingDetail OrientedSelf StarterCommunicative

WORK EXPERIENCE

VITU - MVSC

Senior User Experience Designer

Dec 2019 - PRESENT

In my role at Vitu, I was tasked with developing a payment processing solution for the California Department of Motor Vehicles (DMV) to allow them to receive payments via credit cards and contactless payment methods. To achieve this, I conducted extensive UX research, which included analyzing user behaviors and preferences to identify pain points and opportunities for improvement. I created detailed user flows and Figma wireframes with this information to map out the ideal user journey.

As the project progressed, I worked closely with the project manager to document the entire process for the project, including creating detailed project plans and user requirements. This documentation proved essential in ensuring the project was completed on time and within budget. Additionally, I modified some legacy applications to make them more efficient and user-friendly for mobile experiences.

The success of this project led to its expansion into a payment processor for dealerships across California, including major brands such as Tesla, Acura, Hyundai, and Toyota. Throughout the growth, I collaborated closely with development teams to ensure that the user experience remained at the forefront of all decisions and that the software was optimized to work seamlessly across multiple states. Overall, my experience at Vitu has given me a deep understanding of the importance of UX research and its impact on the success of a project.

Portfolio Links:

[!\[\]\(3211b5d1d968fc1665909b34f9f16010_img.jpg\) Vitu Convergence](#)
[!\[\]\(d47ad152ec3d86a04ad64c8049e1f17f_img.jpg\) Vitu Driver Project](#)

[!\[\]\(6059a5aa8b4ca7bb793408023d6c6e42_img.jpg\) Vitu Pay Dealer](#)
[!\[\]\(d293b9aef7d8767760396289fbc64e8a_img.jpg\) Vitu Tesla Project](#)

[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\) Montana Project](#)
[!\[\]\(8bed43dc33ecdde61e2f76c8f5517125_img.jpg\) Call Center Project](#)

P&L Marketing Solution

User Experience Consulting

Jun 2018 to Dec 2019

As a UX Designer consultant, I have had the opportunity to work with a diverse range of clients and projects, from startups to large enterprises. My skills span responsive site design, interaction design, UI design, web design, motion design, prototyping, and UX research. I've successfully delivered projects that enhance the user experience and meet business objectives.

Portfolio Links:

[!\[\]\(235bfe13ebf007ce2eea9e689707fac7_img.jpg\) HealthCare Project](#)
[!\[\]\(bbad87fcdf5285698c00ff2227464bf2_img.jpg\) Clean Sweep Project](#)

[!\[\]\(eabd9f9ababee93effadc3b380fe65fd_img.jpg\) Salka Energy Project](#)
[!\[\]\(1fa16a73daf7b68de7d1700d4a6bc818_img.jpg\) Simply With You Project](#)

[!\[\]\(83bbbd261710c59db0214aa27b2edc0d_img.jpg\) E-wallet Project](#)
[!\[\]\(d6bd620f45f20291c3c3dab29f2286e8_img.jpg\) Colbrit Project](#)

Total Merchant Services

Lead UX Designer
UX Designer

Dec 2015 to Mar 2018
Jul 2012 to Dec 2015

Throughout my time at TMS, I worked on a range of projects that allowed me to develop and showcase my skills as a UX designer and consultant. My first role within the company was as part of the IT team,

where I worked closely with my colleagues to facilitate the successful migration of the server infrastructure from a local to an AWS cloud-based solution. This experience allowed me to gain a comprehensive understanding of the complexities involved in such a project and the ability to work efficiently and collaboratively with cross-functional teams.

My skills were further honed when I joined the Product team, where I played a pivotal role in developing the innovative POS platform called GROOVV. This platform was specifically designed for food trucks and mobile users and, as such, required a high level of UX research and design expertise to ensure that it met the needs of this unique user base.

I also contributed to creating a Sales Agent Interface that provided sales enablement tools and reporting, including online applications, merchant reporting, and financial analytics.

As part of the Marketing team, I was responsible for promoting TMS's products and services, utilizing my knowledge of SEO to redesign and manage over ten company websites, resulting in a 30% increase in traffic within just four months. Additionally, working closely with the product manager, I gathered and evaluated user requirements, resulting in designs that effectively met their needs. To further enhance the user experience, I also utilized React JS to redesign existing user interfaces, making them more adaptable to Android and iOS devices. Throughout my tenure with TMS, I was committed to developing and communicating clear design guidelines, patterns, libraries, and assets, ensuring that the user experience remained at the forefront of all decisions.

 Portfolio Link: [TMS Apps / Wireframes](#)

Farmers Insurance

UX Designer

May 2010 to Jul 2012

I collaborated with internal teams and key stakeholders to create user-centered designs that enhanced the overall user experience. That included preparing and presenting low-fidelity mockups, wireframes, site maps, flow diagrams, and high-fidelity interactive prototypes. I worked closely with the senior project manager to ensure all design decisions aligned with the project goals. Additionally, I leveraged site analytics and conducted A/B testing to identify opportunities for site improvement and assess the user impact of specific UI elements. To support end-users, I also contributed to the creation of product documentation that over 3,000 insurance agents used.

 Portfolio Link: [Farmers Agent Internal Apps](#)

Education

Coursera.org 2023

Foundations of User Experience (UX) Design – Google

UCLA Extension 2017 – 2021

User Experience Certificate

Universidad de Lima 1994 – 2000

Bachelor's in Computer Science