



PABLO DUOBERT

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As a Senior UX Designer with extensive experience, I consider myself an expert in crafting captivating, user-friendly digital experiences that truly delight users. My passion lies in UX Research, where I leverage my conceptual thinking, analytical skills, and problem-solving abilities to turn strategies into effective designs that work seamlessly across various devices and platforms.

Over the course of my 15-year career, I've been fortunate to work on diverse projects in real estate, legal, marketing, and government industries. Throughout this journey, I've had the satisfaction of launching over 100 user-focused marketing campaigns and honing my skills in designing mobile apps, web apps, and marketing sites.

I take immense pride in my work, especially in building design systems using Figma, leading research initiatives, and conducting A/B testing experiments. These aspects of my profession bring me joy and fulfillment as I constantly seek innovative ways to enhance user experiences and drive positive results.

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">• FIGMA• Adobe XD• Sketch• Axure• InVision• OmniGraffle• Photoshop• Illustrator• SketchUp• Animate• Camtasia• Jira• Slack• Microsoft Office	<ul style="list-style-type: none">• User research techniques (interviews, surveys, usability testing)• Persona, user flow, and wireframe creation• Heuristic evaluations and competitive analysis• Multi-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 design• Cross-functional collaboration• Communication and presentation skills.

PROGRAMMING SKILLS - Basic	OTHER SKILLS
<ul style="list-style-type: none">• PHP• React JS• HTML5• CSS3• Javascript• jQuery• MySql• C++	<ul style="list-style-type: none">• Agile & Scrum• A/B Testing• Marketing• Storyboarding• Model Making• Detail Oriented• Self Starter• Communicative

WORK EXPERIENCE

Clean Sweep NOVA

Head of User Experience

Sep 2022 - Present

As part of my role, I actively accelerate productivity and optimize operations at Clean Sweep NOVA. To achieve this, we are implementing several key strategies. Firstly, we are introducing a new cloud-based text communication and tracking system to enhance communication and streamline coordination among team members.

Additionally, we are integrating a state-of-the-art GPS tracking service for our fleet. This will provide real-time location updates and help better manage routes and ensure efficient utilization of resources.

Moreover, we are revamping the company's branding, giving it a fresh, modern look that aligns with our vision and values. This rebranding extends to the entire team, ensuring a cohesive and unified identity.

Our ultimate objective is transitioning from traditional paper-based processes to more interactive and technology-driven solutions. By embracing the latest technologies available, we aim to boost team efficiency and deliver top-notch services to our clients.

VITU - MVSC

Senior User Experience Designer

Dec 2019 - Aug 2022

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.

P&L Marketing Solution

Senior User Experience Designer

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.

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.

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.

Education

Coursera.org 2023

Foundations of User Experience (UX) Design – Google Certification

UCLA Extension 2017 – 2021

User Experience Certificate

Universidad de Lima 1994 – 2000

Bachelor's Computer Science