PABLO DUOBERT

Senior UX Designer | Expert in AI-Enhanced UX, Figma Systems & Scalable Product Design | Open to New Roles

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PROFESSIONAL SUMMARY

Senior UX Designer with 15+ years of experience delivering intuitive, conversion-focused digital experiences across SaaS, fintech, e-commerce, and government platforms. I specialize in leading large-scale redesigns, optimizing user flows, and building design systems that scale across teams and technologies.

At Joybird (La-Z-Boy), I led a full-site UX overhaul—including PDPs, checkout, and homepage—resulting in improved conversion and customer engagement. I managed 3D product visualization pipelines, collaborating with Cylindo and Marxent to elevate interactive shopping experiences across devices. I also redefined the login and account dashboard experience, streamlining access, enhancing reporting, and reducing drop-off rates.

Known for merging design strategy with execution, I bring deep experience in UX research, Figma-based systems, A/B testing, and stakeholder alignment. I'm currently seeking an opportunity to join a product-driven team where I can drive high-impact redesigns, shape scalable systems, and enhance usability across platforms.

CORE SKILLS & TOOLS

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.

UX & Product Design: UX Research, Journey Mapping, Wireframes, Prototypes | UI Design, Accessibility (WCAG), Mobile-First Design | Design Systems (Figma), Visual Hierarchy, Branding | A/B Testing, Heuristics, Interaction Design

AI & Automation: Conversational UX (ChatGPT, GPT-4 APIs) | AI Agents Integration (LangChain, AutoGPT) | Prompt Engineering, Microcopy for Bots | No-Code/Low-Code AI Tools (Zapier AI, Notion AI)

Technical Skills: HTML5, CSS3, React (basic), JavaScript | CMS: WordPress, Contentful | Tools: Figma, Adobe Suite, InVision, Jira, Notion, Slack | Platforms: Google Analytics, GA4, Hotjar, Pardot (Email Campaigns)

Soft Skills: Strategic Thinker, Detail-Oriented | Cross-functional Collaboration | Stakeholder Communication | Mentorship & Team Leadership

PROFESSIONAL EXPERIENCE

Joybird / LA-Z-BOY
Lead UX Merchandising Analyst | Nov 2023 – Jan 2026

Led UX strategy and digital merchandising initiatives across Joybird's e-commerce platform, improving user engagement, conversion, and cross-functional efficiency through research-driven design and AI integration.

- Redesigned key customer flows (homepage, PDP, cart) in partnership with Product and Merchandising, resulting in a 13% increase in conversion and 11% improvement in AOV within the first two quarters.
- Introduced a ChatGPT-powered AI merchandising assistant, enhancing product discovery and personalization on PDPs—leading to measurable increases in session duration and user engagement.
- Developed and scaled a Figma-based design system that aligned UX, Visual Design, and Development teams around a consistent design language and reusable components.
- Managed 3D asset workflows (Cylindo + Marxent) and partnered with engineering to QA 3D models across desktop and mobile touchpoints.
- Led User Acceptance Testing (UAT) for site-wide feature rollouts, cutting launch cycle time by 20% and reducing design QA revisions.
- Executed A/B and multivariate testing on banner placements, homepage modules, and copy variants, resulting in a 9% drop in bounce rates and more effective storytelling alignment.
- Collaborated cross-functionally with Creative and Analytics teams to craft data-informed UX narratives for seasonal campaigns and promotional launches.
- Utilized GA4, Hotjar, and Looker dashboards to identify friction points, heatmap anomalies, and opportunities for CRO (conversion rate optimization).

Position ended due to company-wide restructuring in January 2026.

Clean Sweep NOVA

Head of User Experience | Sep 2022 – Oct 2023

Led digital transformation initiatives to improve operational efficiency, team communication, and brand alignment.

- Implemented a cloud-based communication and task-tracking system, enhancing internal coordination and reducing response times across teams.
- Spearheaded the integration of GPS fleet tracking technology, enabling real-time route optimization and improved resource utilization.
- Directed a full-scale rebrand, modernizing the company's visual identity and aligning it with core values across digital and physical touchpoints.
- Digitized key business processes by replacing paper-based workflows with interactive, tech-driven systems—boosting overall productivity and service quality.

VITU - MVSC

Senior User Experience Designer | Dec 2019 – Aug 2022

Led UX strategy and execution for a statewide payment processing solution adopted by the California DMV, enabling credit card and contactless transactions for government services.

- Conducted in-depth UX research to identify user pain points, leading to the creation of optimized user flows and wireframes in Figma.
- Partnered with project managers to produce comprehensive documentation, including requirements, process flows, and project plans—ensuring on-time, on-budget delivery.
- Modernized legacy applications to support mobile usability, improving accessibility and reducing friction in digital services.
- Scaled the platform for dealership use across California, collaborating with brands such as Tesla, Hyundai, Acura, and Toyota.
- Maintained close collaboration with engineering teams to ensure consistency, usability, and compliance across multiple state implementations.
- Strengthened stakeholder confidence by translating complex workflows into intuitive, user-centered solutions that balanced regulatory needs with modern UX standards.

P&L Marketing Solution

Senior User Experience Designer | Jun 2018 – Dec 2019

Served as a UX consultant for a diverse portfolio of clients, ranging from early-stage startups to established enterprises across various industries.

- Delivered end-to-end design solutions encompassing responsive web design, interaction design, UI/visual design, and motion graphics.
- Led UX research initiatives to inform strategy, including user interviews, competitive analysis, and usability testing.
- Created wireframes, prototypes, and high-fidelity mockups to support agile development cycles and stakeholder alignment.
- Translated complex business needs into intuitive digital experiences that improved engagement, conversion, and customer satisfaction.
- Collaborated with cross-functional teams to ensure alignment between brand, product goals, and user experience.

Total Merchant Services

Lead UX Designer | Jul 2012 – Mar 2018

Drove UX strategy across IT, Product, and Marketing divisions, shaping the design of high-impact financial platforms and digital experiences.

- Collaborated with IT to support the successful migration of core infrastructure to AWS, enhancing system scalability and performance.
- Led UX research and design for GROOVV, a POS platform tailored for mobile-first users like food trucks, focusing on intuitive workflows and responsive design.

- Designed and developed a Sales Agent Interface with online applications, merchant analytics, and reporting tools, streamlining onboarding and engagement.
- Partnered with the Marketing team to redesign 10+ company websites, integrating SEO best practices and achieving a 30% increase in web traffic in under four months.
- Used React JS to modernize UIs for cross-platform compatibility (iOS/Android), improving performance and user retention.
- Created and maintained robust design systems, including component libraries, UI guidelines, and UX documentation to ensure consistency and scalability across teams.
- Acted as the bridge between stakeholders, developers, and designers to ensure the user experience remained central to business and product decisions.

Farmers Insurance

UX Designer | May 2010 – Jul 2012

Collaborated with cross-functional teams to design intuitive, user-centered digital experiences that supported over 3,000 insurance agents nationwide.

- Delivered UX artifacts including low- and high-fidelity wireframes, site maps, flow diagrams, and interactive prototypes to support agile development.
- Partnered with senior project managers to align design decisions with business goals and regulatory requirements.
- Conducted A/B testing and leveraged site analytics to identify UX opportunities and optimize UI performance.
- Improved user efficiency and satisfaction by redesigning key workflows and touchpoints based on usability feedback.
- Authored comprehensive product documentation and UI guidelines, enhancing onboarding and support for both agents and internal users.

CERTIFICATIONS & EDUCATION

Certifications
- Google UX Design Certificate – Coursera (2023)
- Conversational AI & Prompt Engineering – DeepLearning.AI (2024)
- Figma Mastery – DesignerUp Academy (2023)

Education
- UX Certificate – UCLA Extension (2017–2021)
- BS Computer Science – Universidad de Lima (1994–2000)