

Patricia Higuera

UX / UI DESIGNER

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EXPERIENCE

Multimedia Developer

Apr' 2022 / To Date

American Express Global Business Travel

Led the vision and strategy of a new learning approach for the Learning and Development business unit which resulted in the Director approval in less than 6 months, the congratulations from the Traveler Care Vice President and a 100% growth engagement metrics.

Web Designer

Apr' 2019 / Apr' 2022

Digitas

Designed and developed 800+ newsletters and 800+ infographics that decreased loading times by 50%, increased customer experience by 10% and 30% growth in visibility in six months.

Web Designer

Jun' 2018 / Apr' 2019

Conqr

Developed 20+ newsletters, landing pages and ecommerce websites for B2B and B2C companies.

Graphic Designer

Jun' 2016 / Jun' 2018

Goblin Creative

Designed and developed virtual reality and augmented reality applications and ecommerce websites for B2B companies.

Coded 20+ newsletters to promote movie arrivals and drive car sales.

EDUCATION

Certification. Learning Experience Design: From Ideas to Impact.
NovoEd / 2022

Certification. Artificial Intelligence.
Convierte Más / *In Progress*

Certification. Digital Marketing.
Convierte Más / *In Progress*

B.A. Animation and Digital Arts.
Tec de Monterrey / 2015

LANGUAGES

English

IELTS C1

Spanish

Native

French

In Progress

German

In Progress

RESEARCH

Storyboarding

Journey Maps

Persona Development

Metrics & Analytics

DESIGN

Pen and Paper

Figma

Adobe Illustrator

Adobe Photoshop

PROTOTYPING

HTML, CSS, JS

Miro

Elementor

WordPress

GitHub

Adobe XD

LEADERSHIP

Mentoring

Agile

Team Development

Vision and Strategy