

Luis Maceira

User Experience Designer

Mobile & Multi-Channel UX Specialty



I'm a UX designer with more than 8 years of experience working with digital media, my main talent is making complex tasks delightful and simple to the user whilst achieving the business objectives. I'm looking to combine my extensive digital experience with my thorough UX approach in a collaborative environment where I can learn and also inspire others.

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Barclays

Lead UX Designer, London

March 2019 - Today

As a Lead UX Designer I have overall responsibility for all production work completed by a multi-disciplined, multi-talented design team, providing strategic direction for the department, across HR and the Employee Experience Initiative. Some of my key initiatives are:

- Work on various initiatives across HR (80,000+ employees), with the aim of improving the Employee experience.
- Drive a colleague-cetered design approach on a large variety of products and services.
- Generate a hollistic view of the employee lifecycle including key journeys and moments to share with Senior Stakeholders.
- Run continous quantitative surveys using Qualtrics, to understand the colleague sentiment across multiple journeys
- Reporting data and Preparing dashboards for Senior Stakeholders as well as providing analysis.
- Analyse and iterate on processes that are part of the customer transformation

Manager responsibilities

- Working with the directors and key stakeholders to provide a holistic and balanced team through training or hiring.
- Oversee personal development with the team as well as performance assessments.
- Work alongside my team to ensure they have the skill set to meet business objectives.

Molo Finance

Lead UX Designer, London

September 2018 - April 2019

I joined Molo Finance as the sole Designer, the challenge there, was to bring the product to life whilst covering other gaps of a growing startup. The proyect consisted in a fully digital mortgage application process, paperless and hassle-free. Here are some of my responsibilities:

- Conduct research to design and deliver the website, this was an iterative process and by leveraging data from users using Google Analytics and Hotjar (live recordings of customer sessions) we optimized the key journeys arriving at the stable version that is live today.
- Coordinatate and coolaborate with our remote team of developers (traveling to Ukraine for primary agile ceremonies) to produce a customer centric product that was hassle free and quick but also robust.
- Run workshops with stakeholders and management in the early stages of the product, to present personas and key customer journeys.
- Produce various visual design activities like, web banners, marketing ads, bus signs and rotulation, marketing campaigns.

Experian

Senior UX Designer, London

April 2017 - September 2018

Product Strategy and Interaction design for the most popular Credit Score, Credit Report, Score Improvement, and Credit comparison tools in the UK, some of my task/projects are:

- Drive a user-centred design approach on a large variety of product whilst still maintaining a focused delivery plan of multiple projects across multiple platforms.
- Construct customer journeys, conduct card sorting, tree testing and user testing sessions to understand our user and identify pain points in the user experience.
- Collaborate with the optimisation team, defining new testing scenarios to increase conversion and user experience with a data driven approach using tools like Google Analytics, SessionCam & Mixpanel.
- Design of the new Experian App(iOS & Android), iterating by running continuous sessions with compliance, brand and stakeholders, while collaborating with the developer team in Nottingham on an Agile environment.
- Introduce Sketch, Zeplin and InVision as UI tool, running continious workshops to educate co-workers on them, and designing a UI Library with all the modules, assets, Iconography, Typefaces and Colours to increase productivity.

Basefugees

UX Designer, London

November 2016

With General Assembly, I had an amazing opportunity to work in a team of three in a two-and-a-half week Agile sprint. Techfugees is a company that wants to change the world by creating a bridge between NGOs and companies, to solve technological problems of refugees, with this platform there's an opportunity to connect individuals with high skills in technology and companies to propose and create possible solutions.

Key activities included user research, competitive analysis, user journey mapping, user flows, design studio, wireframing, interaction design, UI design, prototyping and usability testing.

The output was a high fidelity responsive design for the platform (Web and Mobile), detailed design specification documentation, final stakeholder presentation and wider design recommendations for the addition of other user types. Excellent feedback was received from Techfugees.

The Diner

UX Designer, London

October 2016

The Diner came to us as the client in this project, they are an American themed chain of restaurants based in London, they pride themselves on authentic diner food, blended milkshakes, cocktails, and a great atmosphere, based on the current trends of technology they wanted to do some changes in the way their customer interact with the brand to offer an unique and improve experience.

In this two week sprint we created an at-seat ordering system that would allow customer interactions with the waiters to be less functional and more fun using a multimedia screen embedded in the table.

The result was an interactive high fidelity prototype that allows the customer to order without the need of the waiter, the possibility to interact with the screen while waiting for the food and split the bill between the group.

My Rota App

UX/UI Designer, London

November 2016 - Feb 2017

This was an exciting opportunity to work in a B2C project and be part of the full UX cycle. The idea was to create a fully integrated app to manage the working schedule, holidays, additional shifts, wages and important messages among the staff.

In this project, I had the opportunity to be involved in all the process behind the creation of a service, including: indentifying the problem, conducting surveys and interviews, competitive analysis, user journey mapping, user flows, design studio, wireframing, interaction design, UI design, prototyping and usability testing.

The result was an interactive high fidelity prototype that allowses the user to order keep track in a single place of all the perks related to his employment.

Where to Dance

UX Designer, London

September 2016

Where to Dance was a one week sprint project, the task was to create an app were you could find a good location where to dance that is clean, with good music, secure and not so crowded.

The process in this project started with the identification of the problem, interviews, rapid prototyping, testing, validation and iteration.

House of Fraser

UX Designer, London

October 2016

House of Fraser has decided to expand its services to include additional planning and buying options for its customers.

It wants to make it easier for people to organise and pay for themed parties, and to encourage more regular parties. In this two week sprint a mid fidelity prototype was created

Tecnologia OVMC

Graphic Designer, Venezuela

2009 - 2011

This is where I had my first steps in a digital working environment, I had two amazing tutors who teach me how to develop an online presence using HTML, after that I learn how to improve my visual skills using photoshop. As my skills were improving, I went from using tools such as dreamweaver and Photoshop, to use content management tool for web design such as Joomla and wordpress.

I participated in many communication projects for international clients and government sites.

Desarrollo Inteligente

UX/UI Designer, Venezuela

2011 - 2014

I created Desarrollo Inteligente to improve the online presence of companies. The company rapidly expanded, and in its peak we provided digital and creative services to over 50 clients within a range of sectors, including consumer goods, retail, industrials and IT Services.

Our main target was create or update their corporate image across all channels such as digital, printed, and web.

Education

User Experience Design Immersive

General Assembly, London
September - November 2016

Creative Digital Media

University of Greenwich, London
September 2015 - July 2016

Mathematics

Universidad Central de Venezuela, Caracas
September 2009 - July 2012

Key Skills

- Team management
- User Research
- User Journeys & Flows
- Information Architecture
- Interaction & UI Design
- Prototyping
- Usability Testing
- Agile & Lean Methodologies
- Plan & conduct workshops
- Design Studios
- Visual Storytelling
- Presentation skills

Key Tools

- Sharpies/Paper
- Post-it's/Whiteboard
- Figma / Sketch
- Zeplin
- InVision
- Axure RP
- Principle
- Overflow
- Adobe Creative Suite
- Google Analytics
- Salesforce
- Confluence / JIRA