

Mayra Pulido

Product Designer in Vancouver, BC.

mayrapulido.com

hello@mayrapulido.com

HELLO,

I'm passionate about customers and the process of creating inclusive digital products from ideation to launch through collaboration to solve complex problems based on data-driven decisions and set my team for success.

Talk to me about design, customer-centricity, tech, new trends, or Jeeps!

TOOLS

Sketch
Figma
Invision
Principle
Framer X
Adobe

PROFICIENCY

Design Sprints
UI & Interaction Design
Wireframing & Prototyping
UX Research
Data-Driven
Writing

WORK EXPERIENCE

Procurify

Jul 2018 - Mar 2020
Vancouver, Canada.

Senior Product Designer

Principal designer accountable for the mobile app experience and Procurify's new payment feature (Pay).

Led multiple initiatives with mobile devs to increase adoption for iOS and Android and refactor Procurify's design system for scale. I often facilitated design sprints with different stakeholders to test and develop Procurify Pay from scratch to beta releases.

Worked closely with Product Managers defining customer problems, estimating tasks and measuring success to meet business goals. A vital part of my role was advocating for customer-centricity while crafting the space to translate customer's needs into solutions through user stories, wireframes and high-fidelity prototypes.

Dynamic Owl Consulting

Jul 2015 - Jul 2018
Vancouver, Canada.

Product Designer

Responsible for design direction and UX Research for Dynamic Owl's Bonzai product and client projects. Planned and conducted qualitative and quantitative research and usability testing to define feature releases and paths of the new intranet interface.

Standardized design systems across devices through interactive prototypes and data-driven decisions. Presented designs, wireframes, and prototypes to project stakeholders and software developers.

Epicor Software

Mar 2014 - Apr 2015
Monterrey, México.

Web Creative Specialist

Responsible for corporate desktop systems' development, design and strategy for Epicor on a global basis supporting all corporate desktop platforms.

Collaborated with global requesters delivering visual design tasks such as desktop responsive interfaces and digital materials for marketing purposes. Created reports and analyzed the website's activity monthly.

Accenture, Mx.

Dec 2012 - Mar 2014
Monterrey, México.

UX/UI Designer

Responsible for design, documentation, and delivery of high-fidelity wireframes and mockups. Ensured optimization for a wide range of devices and interfaces.

I interacted with different UX leaders of North America (Avanade Seattle) to deliver holistic user interfaces to clients. Collaborated and engaged project stakeholders during co-creation sessions and workshops.

VOLUNTEER WORK

Design Mentor at Game Of Apps. Created and delivered UX Design lectures to 95 high school students with the goal to build iOS Apps in only 16 weeks using design sprints and agile development.

Sep 2017 – Sep 2019
gameofapps.org

EDUCATION & WORKSHOPS

Hacking Your Product Leader Career

Workshop by Gibson Biddle

November 2019

Vancouver, BC

Design Sprints with Jake Knapp

Facilitating Design Sprints

May 2018

Seattle, WA

Norman Nielsen Group

Facilitating UX Workshops, User Research Methods: From Strategy to Design, Journey Mapping to Understand Customer Needs

May 2017

San Francisco, CA

Autonomous University of Nuevo León

Bachelor's Degree in Graphic Design

Aug 2008 - Dec 2012

Monterrey, MX

