

● Betania Calderon

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 www.betania.studio

 Site password: portfolio

Experienced Product Designer with a strong background in UX design, adept at conceptualizing, implementing, and maintaining innovative products. Effective communicator skilled at collaborating with cross-functional teams, external clients, and vendors to deliver exceptional user experiences and drive business growth.

Key Skills

User interviews & research
User/ Process analysis
Excellent oral/written communication
UX journey mapping
Competitive analysis
User interface design
Cross-functional collaboration
Wireframes & prototype
Agile methodology

Tools

Figma
Adobe XD
Visio
MS Project
Balsamiq
Creatively
InVision
WordPress
Photoshop
Jira
Trello

Languages

English
Spanish
Portuguese

Experience

UX Designer/Implementation Manager · LogicalOutcomes· Remote
Feb 2021–Present

- Spearheaded end-to-end product lifecycle, from ideation to launch, resulting in a 25% increase in user engagement and a 20% boost in revenue.
- Leveraged UX design expertise to create intuitive interfaces, leading to a 15% reduction in user friction and a 30% increase in customer satisfaction.
- Collaborated with development and design teams to define product roadmaps, resulting in timely delivery of feature updates and enhanced product stability.
- Led weekly cross-functional meetings, fostering effective communication and alignment among teams, resulting in a 10% reduction in project delays.
- Established and nurtured relationships with external clients and vendors, ensuring seamless integration of third-party services and gathering valuable feedback for continuous improvement.

Product Owner / Business Analyst · High Tech Locksmiths· Miami, FL
Sept 2019–Feb 2021

- Optimizing the product solutions using qualitative and quantitative analysis, improving the speed delivery by 23% and a reduction of leak defects by 20%.
- Translate features into user stories within the team's backlog while managing, ranking, and prioritizing this backlog to reflect stakeholder's requirements of 5 different products simultaneously.
- Design conceptual wireframes, high-fidelity mockups, information architecture diagrams, interaction specifications, and functional prototypes.
- Plan and estimate 2-week sprints in a realistic yet time-efficient manner that allows the teams to deliver 97% of the MVP according to the company roadmap.

Business Analyst · Claro Enterprise Solutions · Miami, FL
Mar 2019–Sept 2019

- Worked with a cross-functional/offshore project teams by task assignment and follows up to ensure on-time completion.
- Documented and standardized web deployment and post deployment procedures, reducing deployment cycle 10%.

- Improved and implemented a better user testing process, achieving an improvement of 30% in the quality in product deliveries.

Business System Analyst · University of Miami · Miami, FL

Jan 2018–Mar 2019

- Devised/ modified procedures to solve complex problems considering computer equipment capacity and limitations, operation time, and form of desired results.
- Analysis of business and user needs, documentation of requirements, and translation into proper Systems requirement specifications.
- Prepared and managed project plans of 2 long term data migration projects from a legacy system to OnBase platform.

UX Designer · Upwork · Miami, FL

Jan 2016–Dec 2018

- Responsible for all project life cycles, taking projects from original concept through final implementation–interfacing with all areas affected by the project including end–users, stakeholders, and vendors.
- Created visual prototypes, designed icons and develop user centered solutions that increased the customer satisfaction in 10%.

IT CRM Manager · Claro · Santo Domingo, DR

Dec 2001–Apr 2015

- Managed/oversaw multiple, concurrent, and often disparate tasks for projects that often involve innovative applications, dissimilar systems, as well as web applications and highly complex system integration and linkages.
- Led a team of 7 Sr. Business Analyst and system engineers, accomplishing the highest number of requirements completed period by period, maintaining above 88%.
- 2013 Quality Award winner for Cell Phone Equipment Warranty Project.

Education

UX Bootcamp. *Interaction Design Foundation.* 2020

Project Manager Professional Certification (PMP). 2017

Master Science in Health Information Management, *Millennia Atlantic University,* 2017

Postgraduate Diploma - Project Management, *Universidad de Leon,* 2009

Diploma in Mid-Level Management, *Infotep,* 2011

Bachelor of Civil Engineering, *Instituto Tecnologico de Santo Domingo,* 2004