

Agustina Feijóo

I am a UX Researcher & Experience Designer looking for remote or relocation opportunities. For my next role, I want to exercise and grow my research skills and contribute to the design process from ideation/discovery to implementation.

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[Linkedin Profile](#)

PROFESSIONAL EXPERIENCE

Senior UX Designer at Haiku

July 2018 - August 2020 · Remote

Haiku is a San Francisco based startup building tools to help teams collaborate better.

- My job consisted of doing UX/UI Design, crafting UX Research studies, and performing UX reviews.
- I conducted regular UX audits on existing products, looking for areas to improve the User Experience and discussing with management and development to assess the cost and to evaluate trade-offs.
- I worked on the Interaction Design and Information Architecture for several innovative features on existing products.
- I moderated remote Usability Testing sessions and provided in-depth reports that helped the management assess and prioritize the issues found, and decisively reduce task time.
- I conducted a comprehensive research effort to validate or invalidate the product idea behind Diez (the design token framework by Haiku). I facilitated in-person workshops, conducted remote interviews with representative users, launched a survey to obtain quantitative data, and performed quantitative data analysis.
- I singlehandedly undertook all design efforts on the company's biggest initiative, Haiku Crow (now Haiku Optimizer). I conducted preliminary research, built the Interaction Design and Information Architecture, defined the visual language, put together a UI component library in Figma to be later extracted using Diez, I created the high-fidelity mockups for the product, aided with front-end implementation efforts, and I designed various versions for the marketing website.
- I re-defined the company's visual identity, selected new color palettes, redesigned logotypes, selected new type families and overall redesigned marketing websites, and other customer-facing touchpoints.
- I voluntarily undertook customer support efforts to educate myself on the products and to hear first-hand about the issues that users were having. I collected and registered recurring issues to gauge their frequency and severity, and used that record to advocate for data-based product improvements.

User Experience Designer at The UX Department

November 2013 - July 2018 · Remote

The UX Department is a San Francisco based agency offering design and development services to clients across various fields and multiple time-zones.

- I acted as both Project Manager and UX Designer.
- I was the liaison between the agency and our clients. I worked with stakeholders to define goals and the strategy for projects.
- I planned and oversaw the different phases of projects, from ideation to implementation. I was in charge of making sure our efforts stayed within timeline and budget.
- I advocated for adding UX Research as a service. I executed and led any and all research efforts. I also trained other team members in research techniques.
- When I was part of a project, I focused on conducting Research (including interviews, contextual inquiries, etc.), building the Interaction Design and Information Architecture, I created clickable prototypes, moderated Usability Testing sessions, occasionally collaborated with the visual design team to produce high-fidelity mockups, and coordinated the implementation process with the development team. I also performed QA to make sure our deliverables were up to standards.
- In 2015 I was made partner.

FORMAL EDUCATION

2012

National academic merit award from Santander Rio bank.

2013

Bachelor's degree in Graphic Design, Universidad del Norte Santo Tomás de Aquino. 4-year average 9,33/10.

2017

User Research and Design course, University of Minnesota/Coursera.