

# PATRICIA GRULLÓN

## UX LEADER

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### career objective

I'm a dedicated Experience Design Leader, and my core mission is to infuse our team with a unique perspective that seamlessly integrates the complexities of human behavior into our design process. My strengths also extend to effective stakeholder management, comprehensive documentation of user journeys, and conducting in-depth user research

### skills

- User Experience Design (UX)
- Hiring and Coaching
- Project Scope Evaluation
- User Research
- Information Architecture
- Analytics and VoC to Inform Design
- Connecting E2E journey and strategy
- Usability Testing
- Design Leadership
- Team Development
- E2E journey SME
- Customer Needs Assessments
- Metrics Analysis
- Agile Iterative Design
- Analytical Skills
- Quantitative Research

### experience

Sep 2022 - Present

#### SENIOR UX CONSULTANT

TIAA, Remote, New York City

- Lead end-to-end design efforts for large-scale digital experiences for B2B financial products
- Currently the focus is on site-wide Foundational and
- Product specific journeys to deliver best in class digital experiences
- Analyze and evaluate current user interfaces to propose usability improvements
- Audit B2B platform and conduct in-depth research and discovery activities

### education

Jan 2000

#### MA IN INDUSTRIAL ARTS

San Francisco State University

Jan 2010

#### MS IN PSYCHOTHERAPY

Nova Southeastern University

(e.g.: heuristic evaluations, competitive analysis, usability studies, working sessions) to build empathy and understand user goals, motivations and behaviors

- Analyze user behavior and feedback to inform product development decisions
- Collaborate daily with Executive level leadership to contribute expertise that drives user-focused success metrics and define success metrics for measuring the effectiveness of designs
- Create detailed reports on UX research findings and recommendations to aid in agile design iterations and inform designs
- Collaborate with developers to implement interactive elements into the product interface
- Provide ongoing mentoring to newly hired UX Designers and also the team to coach, and cultivate user centric design skills and practices

Apr 2013 - Jun 2020

### **CREATIVE LEAD - UX/UI DESIGNER**

Franklin Templeton, Remote, California

- Managed a lean graphics team located in Poland to allocate work and meet deliverables taking advantage of time zone differences
- Completed B2B and B2C discovery, design and deployment of the EDS (Experience Design System) collaborating with an international team across 4 time zones (San Francisco, Miami, London and India)
- Determined design requirements and analyzed user feedback to improve design quality
- Developed site flows, application models, image templates, and page templates to meet project goals, user needs, and industry standards
- Ongoing refinement and implementation of the EDS decreased bounce rates from 35% to 6%
- Growth of customers registration grew from 91% drop-off rate to under 50%

- Created user flows, low-fidelity mockups, wireframes and prototypes to develop intuitive user interfaces for rapid prototyping of new ideas
- Researched industry trends and conducted competitor analysis to inform design decisions
- Collaborated with developers to implement interactive elements into the product interface
- Developed new visual design concepts and modified concepts based on stakeholder feedback
- Participated in, created and facilitated collaborative ideation sessions with cross-functional partners and leadership
- Wrote and edited technical documentation for the Experience Design System

Jan 2004 - Sep 2012

#### **FACULTY MEMBER**

The Art Institutes, The Art Institute of Fort Lauderdale, Fort Lauderdale, Florida

- Taught 8 university level courses over 8 years while Managing and co-owning IDY Creative design studio
- Introduced 5 new classes in the curriculum for Industrial Design, User-Centered Design, Business of design and Human Factors
- Researched and assessed needs and trends in the curriculum to suggest changes based on industry trends and new technologies
- Participated in the Faculty Development Committee and conducted workshops for faculty
- Developed and implemented instructional strategies and developed training courses for faculty to improve teaching skills and curriculum
- Assessed learners' abilities to identify areas of improvement and develop appropriate learning plans accordingly
- Utilized technology-based tools such as online portals, webinars, virtual classrooms and video conferencing software to deliver courses

Jan 2003 - Apr 2012

## **MANAGING CO-OWNER**

IDY Creative, Fort Lauderdale, Florida

- Consulted with various large agencies such as Leo Burnett, Royal Caribbean internal agency, Ogilvy and other smaller agencies catering to the Latinx market
- New Product Launch, Product Strategy and Product Insight for digital and tangible products
- Developing experiences with emphasis in Product Brand Development and Implementation
- Provided thought leadership to inspire work, divergent thinking and ongoing business-building product and marketing ideas
- Initiated market research studies to analyze findings
- Implemented best practices related to brand management across multiple platforms and media
- Conducted extensive research to evaluate customer needs and preferences, enabling the development of tailored marketing campaigns
- Hands-on manufacturing supervision and file management for tangible products considering cost containing while maintaining user satisfaction
- Conducted post-evaluation of activities to extract insights and recommend changes for future brand activity
- Conferred with legal staff to handle copyright infringement or royalty sharing issues

languages

**SPANISH**

**Native**

references

References available upon request

## community service

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Jun 2021 - Sep 2022

**MENTAL WELLNESS COUNSELOR** | Seminole tribe of Florida, Big Cypress Reservation

- Delivered presentations on various wellness topics to increase health education and awareness.

Sep 2020 - Jun 2021

**FAMILY EDUCATION CLINICIAN** | Henderson Behavioral Health, Fort Lauderdale, FL