

Ragú Olea Bañuelos

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UX Management / Lead / Product Designer

I've worked in digital products for 15 years as a senior UX/UI designer, product designer, UX project manager, and most recently as a UX consultant. In these roles, I've guided projects, balancing business objectives with user needs. To achieve this, I've developed skills such as planning, team management, and leadership, as well as mastery of design software.

Professional Experience

Product Design Manager in Roatech (Project)

12/24 - Current Location: Remote

- Plan and create the product development roadmap based on LeSS, translating business requirements into functional requirements and then into user stories.
- Manage the design and development backlog, from creating user stories to planning and leading agile ceremonies, as well as facilitating the resolution of roadblocks.
- Mentor development teams and stakeholders on applying agile methodologies and UX best practices.
- Conduct user research and design complementary interfaces using AI within the Figma environment.
- Completed the development of the product's MVP, aiming for an initial conversion rate (CVR) of 20%, a retention rate (MAU) of 10%, a customer acquisition rate (CAC) of 10%, and an Net Promoter Score (NPS) of 10.

UX / Product Designer Lead in Capgemini/WTW

01/24 - 04/24 Place: Remote

- Supported the analysis and redesign of core HR system functionalities, prioritizing a roadmap based on the value the functionalities offer to the end user.
- Created interactive libraries in Figma for the design system, streamlining prototyping work.
- Worked on the heuristic analysis of the central HR system, managing to define usability patterns and deficiencies.

UX Lead in Roatech (Project)

06/23 - 01/24 Place: Remote

- Advised in the definition of processes and use of agile methodologies, DCU and UX, managing to prioritize the development and design of a freight transport logistics platform.
- Collaborated in the monitoring and implementation of the digital transformation vision and strategy.
- Supported tactical UX and product design tasks, creating usable digital workflows for purchase order generation and shipping tracking.

UX Manager in Principal Financial Group

02/22 - 06/23

Loc: CDMX

- Established the work process for UX resources in the development cells, achieving standardization of methodologies and documentation processes.
- Promoted the creation of CX/UX tools, such as Customer Journeys and User Personas, through research, design, and documentation, achieving real visibility into the company's areas, processes, and areas for improvement for prioritization.
- Advised to stakeholders of internal projects in usability and good design practices, managing to release simple systems and functionalities to demonstrate the strengths of the applied discipline.
- Contributed to the planning and strategy for improving digital channels, with research and the use of UX tools, driving continuous improvement.
- Managed the human and financial resources of the UX area for its growth and maturity.

UX Leader / Product Designer in Mobility ADO

01/20 - 02/22

Loc: CDMX

- Achieved leadership in Product Design for four of the five business models: Urban, Interurban, Tourism, and Personnel Transportation.
- With the help of the Liferay framework, I worked on standardizing components for websites and mobile apps, reducing replication speed from 8 months to 2 for different cities internationally.
- Proposed the implementation of usability testing and other research methods, achieving the collection of priority data for continuous system improvement.
- Led the development of the corporate Design System and process workflows, which streamlined project replication.

Senior UX Designer in it Federal Court of Administrative Justice 10/19 – 01/20 Loc: CDMX

- Coordinated the design team in UX and UI activities, managing to incorporate the discipline into the development process.
- Performed functional prototyping for usability testing, identifying areas for improvement and their continuous improvement.
- Managed to implement the practice of developing and applying Design System.

Senior UX Designer in Collective Culture 09/18 – 05/19 Loc: CDMX

- Conducted user behavior analysis using behavioral measurement software, successfully doubling the consumption of video content, recommendations, and related articles.
- Created a redesign of the news site, achieving complementary consumption with the main site.
- Created web and functional design for a marketing campaign, improving the experience on external client sites or for our products.

Product and Service Innovation Coordinator in Grupo Edilar 01/17 – 02/18 Loc: CDMX

- Identified areas of opportunity in the processes, products, and services of the group's various companies, which I evaluated and proposed a roadmap for improvement.
- Updated and developed marketing and training materials, making them more targeted and efficient, thereby reducing production costs.
- Coordinated the development of internal digital systems and platforms from the UX perspective, achieving efficient operations.
- Coordinated digital marketing campaigns for various products and services at the public and private levels.

Projects and Development Manager in Grammata Mexico 08/12 – 10/16 Loc: CDMX

- Conduct projects from their analysis, development, technical support and training of the company's products.
- Facilitated effective engagement between the client and the development team using my expertise in areas such as digital content, app development, and UX, helping close sales by 10%.
- Managed to implement the digital sales channel, through social networks and a digital content and hardware sales portal.
- My knowledge of the education market was enriched by working relationships with companies ranging from public and private schools to large corporations such as Samsung, Lenovo, Intel, Huawei, Microsoft, Telmex, and IBM, as well as the most recognized publishing houses worldwide, and government institutions such as the SEP (Spanish Ministry of Public Education), SCT (Spanish Ministry of Communications), and state governments.

UI Consultant in CODA Group 02/12 - 08/12 Loc: CDMX

- Functional and graphical redesign of administrative systems, achieving improved customer usability in companies such as Elektra, Waldos, and Comex.
- Worked on functional backwards compatibility in very old browser versions with HTML5, CSS3 and JS, successfully eliminating the use of ActionScript.
- My work for these companies helped to value interface design in the development of systems and applications as a means of contact between the company and the public.

Web Analyst and Designer in the Department of Public Security 11/10 - 02/12 Loc: CDMX

- Performed analysis, planning, and layout of systems and web pages at the UX level, using the MAAGTIC development system.
- Design functional prototypes in HTML, CSS, and JS for real-world testing on both the web and client-server systems.
- Provided a clearer view of the strength of design in the functionality of multimedia systems.
- Consolidated a design team, from which the organization considered the design area as fundamental to the systems analysis and design process, considering it a key stage within it.

Education

Agile Management Certification / KZI-Kaizenia (Ene 2024 - Dic 2024)

Web Accessibility Courses / Platzi (June 2024)

AI Fundamentals for Data and Machine Learning Courses / Platzi (June 2024)

Introduction to AI Course / Platzi (Nov 2023)

AI Adoption Course / Platzi (Nov 2023)

AI Course for Product Discovery and Product Design / Platzi (Nov 2023)

UX Strategy: Building People-Centered Organizations/ Adrián Solca / Edison (August 2023)

Digital Transformation Course: Leadership / LinkedIn Learning (August 2023)

How to Become a Product Designer Course / Daniel Torres Burriel / Platzi (June 2023)

UX Process Management Course / Daniel Torres Burriel / Platzi (May 2023)

International UX Management Program/ Aprende UX y Giro 54 (Apr - May 2023)

Strategic Thinking Course / LinkedIn Learning (Dec 2022)

Product Innovation and Creation Course / Adrian Solca / Platzi (September 2022)

Advanced UX/UI Course / Coderhouse (Sep - Nov 2021)

OKR Fundamentals / Learning OKR (Ago 2021)

Scrum Product Owner Certification/ Certain Prof (Ene 2021)

Scrum Master Professional Certification/ Certain Prof (Ene 2021)

Scrum Fundamentals Certification/ Certain Prof (May 2020)

CX Research and UX Testing Course / Verónica Traynor / Platzi (May 2021)

Programa UX JumpStart / Andrea Cantú (Jul 2020)

Advance Business English / Mentor Personalized (Jul 2020)

Master in Design and Art Direction/ ES Design de Barcelona / 2018 - 2019 (Graduated)

Diploma in Project Management(PMI Certification Preparation) / Intersoftware (Mar - Aug 2015)

Diploma in jQuery and Javascript / Web Masters and Cristalab (August 2012)

Diploma in HTML5 and CSS3 / Web Masters and Cristalab (June 2012)

Web Design Diploma / EduMac (Mar 2010)

Bachelor's Degree in Graphic Communication Design/ UAM-Azc, 1997 - 2001 (Graduated)

English Level: **B2 Upper Intermediate**

Skills

- Process analysis and planning
- Teamwork
- Management of interdisciplinary teams
- Self-taught update in technologies
- B2B Public Relations

Other courses

- Leadership and digital transformation
- Strategic planning
- User-centered design
- Product design
- UX Research
- Ethnography
- Information architecture
- THIS
- Google Marketing Platform
- Sketch, Figma, Adobe XD and Axure 8

Other knowledges

- UX planning and design
- Programming in HTML5, CSS3 and Bootstrap.
- MUI Libraries
- Knowledge of Atomic Design and Design Systems
- Knowledge of databases and networks.
- Knowledge of Scrum, Design Thinking, Design Sprints, Kanban and Lean Startup.

Software

Design and Multimedia

- Figma Environment Management
- Sketch
- Suit Adobe (Adobe XD, Photoshop, Illustrator and Indesign)
- Google Web Designer
- Final Cut
- Logic Pro
- After Effects

Productivity

- Suite Google (Drive, Docs, Sheet, Slides)
- Suite Office (Teams, Sharepoint, Word, Excel)
- Suite IOS (Keynote, Numbers y Pages)

Analysis and Planning

- Google Marketing Platform (Analytics, Optimize, Data Studio, Tag Manager, etc.)
- Hotjar
- Crazy Egg
- Optimal Workshop
- Project
- Trello
- There is

Marketing

- Mailchimp
- HubSpot