

# Amanda Cuello Suñol

## Lead Product and Experience Designer

I am a seasoned User Experience (UX) Designer and Manager, dedicated to in-depth research, information architecture, and interaction design across diverse industries. My expertise lies in organizing complex content hierarchies and designing digital tools that help users achieve their goals, while leveraging business objectives.

**LinkedIn** [linkedin.com/in/acuello](https://linkedin.com/in/acuello) | **Portfolio** [amandacuello.com](http://amandacuello.com) [Morte-filO-PaR]

**Phone** 8436-1859 | **Email** amandacuello@gmail.com | **Location** San José, Costa Rica

---

### RELEVANT EXPERIENCE

#### **Lead User Experience Designer at Publicis Global Delivery**

December 2024 - Present | San José, Costa Rica

- **TD Bank:** Contributed to the design of the public website for TD Insurance.
- **TD Bank:** Currently working on refreshing the individual investor experience for TD Asset Management.

#### **Lead User Experience Designer | UX Manager at VML | Wunderman Thompson | POSSIBLE**

January 2019 - November 2024 | San José, Costa Rica

- **UX Manager:**
  - Mentored a team of 4 junior designers, fostering their professional growth through monthly 1:1s and career development plans.
  - Played a key role in new business initiatives by analyzing requests and planning potential projects.
- **Lead UX Designer:** Led teams through projects ranging from mobile apps, websites, web applications, to full customer journey explorations.
  - **ConEd Project Center** [[Portfolio case study](#)]:
    - Guided a team of 3 creatives in the redesign of a complex customer-facing application for New York's largest power company. Executed detailed audits, user research, development of user flows, information architecture, high fidelity user interface (UI) design, and prototyping, resulting in an intuitive and user-friendly interface.
    - Collaborated closely with the client to meet business requirements and expectations, accomplishing increased user satisfaction.
  - **Hexagon One Web** [[Portfolio case study](#)]:
    - Directed a year-long project creating a complex information architecture for a consolidated website that accommodates Hexagon's vast product range.
    - Led a team of 2 UX designers in auditing over 40 legacy websites, laying the foundation for a new design system enhancing navigability, consistency, and flexibility.
  - **Coopenae** [[Portfolio case study](#)]:
    - Conducted extensive research to identify digital transformation opportunities, including user interviews and audits, which informed the strategic direction for online banking enhancements.
  - **OMNi:**
    - Led a team in developing a new mobile app for the mobility and digital banking market in Costa Rica,

collaborating with key decision-makers to align the app's architecture and functionality with business goals.

### **Sr. User Experience Designer at POSSIBLE**

August 2014 - January 2019 | San José, Costa Rica

Worked on the end-to-end design of several complex platforms that included research, information architecture and interaction design.

- **Tommy Hilfiger Adaptive Alexa Skill:** Designed the script and decision map for an Alexa Skill aimed at shopping Tommy Hilfiger's adaptive and inclusive clothing line.
- **Hills Quick Recommendation:** Participated in the redesign of a web tool to assist veterinarians in creating Hill's food recommendations based on health conditions and pet attributes, ensuring the tool was intuitive and user-friendly.
- **Minecraft Education Edition:** Primary UX designer for Minecraft Education Edition, defining user flows and detailing all functionality through comprehensive wireframes and functional specifications, contributing to an engaging educational experience.
- **Bac Credomatic:** Led the complete redesign of Bac Credomatic's online presence, involving research, auditing legacy sites, and creating wireframes and prototypes to improve user experience and site usability.

### **Consulting, Product Design and User Experience at Análisis de Rendimiento Deportivo S.A.**

2017- 2019 | San José, Costa Rica

- **Sensorium Endurance Redesign:** Conducted UX research, audited the current application, interviewed stakeholders, defined user flows and information architecture, outlined interaction design through wireframes and prototypes, and collaborated with a visual designer for branding and accessibility.
- **Analytical Wellness Design:** Led research and design for 3 complex user platforms, catering to employees, corporate administrators, and system administrators, ensuring the platforms met diverse user needs and provided valuable insights.

## **EDUCATION**

### **MSc. Interaction Design and Technologies at Chalmers University of Technology**

2011 - 2013 | Gothenburg, Sweden

### **BSc. Industrial Design at Instituto Tecnológico de Santo Domingo**

2006 - 2010 | Santo Domingo, República Dominicana

## **SKILLS**

- **Design Leadership:** Proven track record of leading the UX design process from conceptualization to final implementation, ensuring high-quality design deliverables.
- **Team Management:** Experienced in managing, mentoring, and inspiring a team of UX designers, fostering a collaborative and creative work environment.
- **UX Strategy:** Proficient in developing and implementing UX strategies that align with business goals and user needs.
- **UX Research:** Skilled in conducting and overseeing user research activities, including interviews, surveys, workshops, usability testing, and competitive analysis to gather insights and inform design decisions.
- **Information Architecture:** Expertise in creating and maintaining information architecture, navigation structures, and user flows to enhance user experience.

- **Interaction Design:** Skilled in developing wireframes, prototypes, and high-fidelity designs to effectively communicate design concepts and solutions.
- **Synthesis and Analysis:** Proven ability to understand complex issues, generate meaningful insights, and develop effective solutions that enhance user experiences.
- **Critical Thinking:** Strong ability to break down complex information into smaller, manageable parts, evaluating data and identifying patterns, trends, and relationships.
- **Design and Prototyping Tools:** Proficient with Figma, Adobe XD, Sketch, Axure RP, Framer, and Omnigraffle for creating low and high-fidelity prototypes.
- **Cross-functional Team Collaboration and Communication:** Strong ability to work with clients, developers, strategists, project managers, and to mentor and guide young designers.
- **Design Systems:** Skilled in setting up new design systems and working with established ones.
- **Accessibility:** Solid understanding of accessibility standards and guidelines, and inclusive design principles and techniques.
- **No-Code Web Tools:** Familiar with Webflow, WordPress, and Squarespace.
- **Technical Knowledge:** Working knowledge of HTML and CSS, facilitating discussions with developers.
- **Generative AI Tools:** Knowledgeable in Adobe Firefly, Stable Diffusion, and Midjourney for generative AI imaging.
- **Agile Methodologies:** Experience working in agile teams. **Scrum Master Certified (SMC)** by SCRUMstudy
- **Stakeholder Management:** Skilled in fostering positive working relationships with project stakeholders through communication, empathy and strategic thinking.

## LANGUAGES

### English

Full proficiency (C2)

### Spanish

Native language