ROMINA BARRERA

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(262) 408-1868

rbarrerae-design.com

Skills

User Experience (UX)
Information Architecture
Interaction Design
Prototyping
Service Design
UX Research
Qualitative Data
Data Analysis
Design Thinking
Customer Journey Mapping
Human Computer Interaction
Storytelling
Requirements Gathering
Design Leadership
Data Visualization
Responsive Web Design
Full Cycle Project Management
Trilingual (English, Spanish and French)

Tools and platforms

Miro | Figma | Axure | XD |
Adobe Creative (InDesign, Illustrator, Photoshop)
Optimal Workshop
Solidworks | Creo | Keyshot

Education

Milwaukee Institute of Art & Design
Bachelor of Fine Arts - Industrial Design

Experience

Empora Title - Remote
Interaction Design Lead | 06/2021 to Present

Oversaw product design enhancements for a cutting-edge, digital-first solution that streamlines title processing and real estate investment closings. Collaboratively and intuitively solved complex design problems leveraging user research input and design visualizations.

Incorporated thought leadership into creating and refining design system components, ensuring consistency and scalability across the platform.

Led the development of customer-facing portal features and an internal operations management tool. Collaborated with project managers and front / back-end engineers to architect sprint-based solutions to refine feature requirements.

Redesigned the platform's tracker interface and navigation optimizing visual displays and controls including menus, onboarding flows, sign-in scheduling tools, and document uploading.

Consolidated deal introduction communications, delivering timely information and next steps to relevant recipients. This initiative contributed to an increase in login rates and onboarding completion while reducing onboarding calls.

Nationwide Insurance - Remote
Interaction Design Lead | 06/2021 to Present

Leverage an extensive background in UX/UI/CX principles to drive omnichannel designs including pre-authenticated customer journeys to bolster nationwide.com functionalities and cross-channel digital experiences for seamless purchasing, agent engagement, and information on specialty insurance services.

Collaborate with product managers, designers, researchers, content strategists, technologists, and business leads on architecting prototypes for application developments. This involves refining concepts and identifying the root cause to resolve issues critical to achieving desired outcomes.

Currently honing the redesign of the customer support experience that provides timely and accurate information users seek when visiting the company's multichannel website. Integrated a third-party search engine tool for general site searches, highlighted self-service capabilities and redesigned the email routing flow. This resulted in a 60% reduction in emails while increasing resolutions by 86%.

American Electric Power, Columbus, OH
UX Design Lead | 07/2019 to 05/2021

Spearheaded digital design solutions for internal processes and safety procedures and optimized user experience for employees that serve a 12-state region. Led a diverse team to implement product design strategy, data analysis, and rapid prototyping to promote new solutions and interfaces.

Partnered with design and software engineers to develop a web-based data entry platform with mobile access for linemen. Key features included a dispatch interface to manage outages & assignments and GPS mapping and navigation with an assignment overview. This project consisted of performing In-depth qualitative research, service mapping, co-creation sessions, wireframing, and user testing.

Design Central, Columbus, OH
Industrial Designer | 12/2016 to 07/2019

Delta Faucet, Carmel, IN
Industrial Designer | 01/2015 to 08/2016