

Soledad Benitez

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EXPERIENCE

Product Designer

Fintech, B2B company (Under NDA)

May 2023 - Present

- Introduced and implemented a complete design system with guidelines to facilitate collaboration between engineering and product that resulted in a trusted standardization of processes across departments.
- Managed the implementation of internal agile methodologies in the design department for a better workflow, allowing better communication and twice as fast delivery.
- Redesigned the platform from the ground up establishing UX Design and UX Research best practices.

User Experience Design Intern

Tableau - Salesforce (Data viz)

May - Aug 2022

- Worked within the Insights & Actions team on Explain Data, a feature across Tableau's core products.
- Collaborated with designers and engineers to ideate, design, test, and deliver a completed prototype.
- Facilitated heuristic evaluations, researched pain points and discovered insights for improvement.

User Experience Designer

MUV - Hail-riding Startup (B2B and B2C)

Apr 2019 - Oct 2020

- Led the design, research and iteration of the corporate MVP before launch resulting in 2x subscriptions.
- Enabled design sprints of core platforms (Client-facing app, Corporate web app and Admin console).
- Implemented UX & Marketing strategies via collaborating with stakeholders across different departments.

Product Design Consultant

Highlighted projects (Mozilla, Honda, IDB, MITIC)

Apr 2019 - Present

- Designer for the Mozilla FTU Selected project "Air Quality for Asuncion" 2024-2025.
- Research Assistant at the Artificial Intelligence labs at Indiana University for Honda's Research Institute.
- Designer for anti-violence and report tool for the Inter-American Development Bank (IDB) and TEDIC.
- User Experience Design instructor for the Ministry of Technologies national courses in Paraguay 2023.

EDUCATION

Indiana University Bloomington

Master of Science in Human-Computer Interaction & Design (4.0GPA)

2021 - May 2023

- Full ride scholarship by the Fulbright Association 2021-2022 cohort.
- Faculty's Excellence Fellowship 2021-2022.

Universidad Nacional de Asuncion

Bachelors in Industrial Design

2013 - 2018

- Excellence Fellowship - 2017

SKILLS

User Interviews, Contextual Inquiries, Usability Testing, Benchmarking, Heuristic Evaluation, Ethnography, Sprints, User Journey, Experience Mapping, Design thinking, Rapid prototyping, Agile methodology, Interaction Design, Wireframing, Information Architecture, Design Systems, User flows, Personas, Storyboards, Data Visualization.

Tools: Figma, Adobe Suite, Photoshop, Framer, Webflow, Principle, Notion, Slack, Illustrator, Penpot