

Bilyse Buitrago | UX Researcher

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BRAND STATEMENT

I'm a UX Designer that's hyper-focused on discovering how products can serve their users better.

In my previous career as an experiential marketer, I had the opportunity to bring teams together to mind-meld over how best to frame innovative products and services for key demographics, so that offerings were more approachable to prospective users. The iterative nature of designing user experiences taps into my passion for identifying what's not working for the people solutions exist to serve and gradually uncovering what's needed, to solve that challenge

SKILLS

UX Design | User Scenarios, C&C Analysis, Prototyping, Mobile Design, User Testing

UX Research | User Research, C&C Analysis, Journey Mapping, User Personas, Project Management

Tools | Figma, Canva, Balsamiq, Notion, SRUM

PROFESSIONAL EXPERIENCE

Maspeth Discount Wine and Liquors | UX Designer | Web and Mobile Application (06/2023)-(07/2023)

- Conducted in-depth user research and competitor analysis to determine first round of features for mobile experience
- Leveraged user feedback to support updates to product offerings and a shift to overall assortment leading to an increase in revenue YoY

Consultant | Experiential Marketer | New York, NY; Boston, MA (03/2012 - Present)

- Conceptualizes Experiential Marketing Programs to increase visibility and brand recognition and develops media press kits and sales decks for new product launches
- Builds brand guides and SOPs for use across Marketing and Sales departments
- Identifies on-brand part-time team members to fulfill staffing needs for Marketing initiatives
- Manages tradeshow registration processes, strategic booth placement, plans buyer meetings, and determines product forecasting to support anticipated sales, and oversees supply and product shipments to and from expo venues
- Manages Field Marketing budgets, and provides guidance around strategic partnerships and quarterly 'tent pole' events

Pointr | Growth Manager | Boston, MA (03/2021 - 03/2023)

- Worked alongside Pointr's CEO to nurture and foster new and existing relationships with Fortune 500 customers.
- Supported Pointr's partnerships and growth organizations, collaborating with external stakeholders to ideate and create pillar-specific collateral, impactful sales enablement assets, and presentations.
- Ideated booth design alongside Pointr's Brand team to design moving displays, and laser-focused collateral, within predetermined budgets.
- Produced webinars featuring customers, partners, and experts that served as visual case studies, and lead-generation tools. Spoke on behalf of Pointr as a guest on Podcasts and webinars.
- Conducted research for press briefings to support C-suite interviews with major business and technology publications, including Fortune Magazine and The Boston Globe.

- Supported internal team building objectives via team outings and bonding activities, to encourage collaboration among a primarily remote team.

Incredible Foods | Field Marketing Manager | Boston, MA

(07/2019 - 01/2020)

- Invested 34% of the allocated budget into Consumer Marketing Strategy, increasing revenue brought in at retail from \$292K in 2018, to \$824K in 2019
- Implemented consumer research techniques to collect and present insights that guided the development of innovation, in collaboration with R&D and Sales
- Created online resources, surveys, and SOPs to support field sales and marketing team members working remotely, and key stakeholders, company-wide
- Planned, organized, and executed strategic marketing programs and tradeshow to increase consumer engagement both digitally and face-to-face, from 26K in Q2 to >110K impressions by EOY. 2019 totals were double the results of 2018
- Oversaw the consumer-facing launch of limited edition innovations, analyzed consumer feedback, and guided private tastings to showcase and build excitement around the patented technology developed by Incredible Foods
- Ideated and implemented a brand story refresh across all customer-facing activity, to focus field marketing strategy and inspire brand loyalty among existing and new consumers
- Collaborated across departments to allocate surplus products through an e-commerce-based program that introduced existing consumers to other offerings. This led to increased variation in future purchases
- Created a comprehensive system to map consumer purchasing trends nationally and potential emerging markets for expansion in retail distribution and areas of opportunity
- Revamped Field Marketing strategy to increase trial and drive revenue through meaningful activations, increased in-store presence, and strategic partnerships
- Identified and established strategic partnerships to maximize brand exposure to the target consumer base in key markets
- Built and managed a national team of field marketing ambassadors to support trade shows, brand awareness-building partnerships, and retail activations, affecting increased demand for the products and technology behind it

BEDGEAR Performance, New York, NY - Experiential Event Manager

(10/2017 - 5/2019)

- Provided guidance for flagship pop up shop design, in-store activations, and 'sleep lab' concept. Data collected provided insights used to guide product development and POS designs
- Managed consumer engagement at retail, boosting brand awareness and increasing sales in the Northeast, and Dallas
- Led influencer engagement with notable teams, including the Boston Celtics, Dallas Mavericks, and Washington Redskins. Player seeding events and relationship management aggregated over 20K impressions via social media and record-breaking engagement on unique social posts, showcasing BEDGEAR in the hands of seeded players

- Developed Marketing Events Calendar, integrating exclusive influencer events tailored to target demographics, creating an influx of consumer traffic to local retail partners, boosting sales
- Managed brand awareness boosting experiential activations, wellness events, and tradeshows in key emerging markets; strengthening relationships with e-commerce consumers and increasing online sales

KIND Snacks, New York, NY - Field Marketing Team Lead

(06/2014 - 06/2016)

- Led re-launch of KIND Healthy Grains Bars in the NY Metro market, producing a 700% rise in sales during the initial 2-day blitz
- Ideated and led KIND Takeovers in 13 Whole Foods Market locations, to increase brand awareness, and soft-launch Strong & KIND savory bars. Takeovers led to an increase in KIND products per consumer household and an average of 4 additional shelf facings per retail location
- Led recruitment, training, and scheduling of 18 part-time Brand Ambassadors spanning the northeast
- Created marketing calendar to support new product launch schedule and Sales initiatives
- Streamlined processes for collecting data from field marketing efforts for real-time reporting

BAI Antioxidant Infusions, Northeast - Field Marketing Associate

(03/2012 -06/2014)

- Hired, trained, and managed 12 Brand Ambassadors
- Coordinated all aspects of Retail activations and Trade Show staffing, including the shipment of supplies to/from the venue
- Created heat map of key retailers and schedule for in-store promotion, in collaboration with VP of Field Sales -Oversaw consumer research, compiling results for review at Marketing and Sales meetings. Data provided insight into revenue trends and opportunities for improvement across various markets

UX DESIGN PROJECTS

Maspeth Discount Wines and Liquors Refresh | Lead UX Researcher | Desktop redesign and Mobile App (06/2023)-(08/2023)

McBride Sisters Wine Company | UX Designer | E-commerce website refresh (07/2023)-(08/2023)

EDUCATION

User Experience Design Immersive Fellow | General Assembly | Remote

(06/2023)

Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked remotely with teams using Agile methodologies and iterative development.

**B.A. Communications, Minor in Theatre Arts Concentration in Journalism | State University of New York at New Paltz
New Paltz, NY**