

Bilyse Buitrago | Lead User Experience Designer

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BRAND STATEMENT

I'm a UX Designer, 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 Writing | Persona Development, Content Strategy, Interface Text, Interaction Design, User Flow Optimization

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

UX Research | User Research, Competitive Benchmarking, Journey Mapping, User Personas, Storyboarding, Project Management

Tools | Figma, Canva, Balsamiq, Notion, Trello, SRUM

PROFESSIONAL EXPERIENCE

General Assembly | UX Design Immersive Fellow | Remote

- **Kuaay | UX Researcher & Writer | Mobile Application Redesign** (08/2023)-(09/2023)
 - Leveraged existing user feedback, conducted usability testing, contextual inquiry sessions, and held user interviews to gather insights that would guide the redesign of the pre-existing mobile solution, through more streamlined user flows, wireframes, and finally an interactive prototype to support the handoff to product development team members
 - Led content strategy behind Kuaay's mobile app UI redesign, resulting in a 91% decrease in time spent completing the primary user tasks, and a 100% increase in task completion via the intended path
- **The McBride Sisters | Lead UX Designer & Content Strategist | Website** (07/2023)-(08/2023)
 - Through contextual inquiry, usability testing, user interviews, and competitive benchmarking, the site's homepage, check-out flow, and product information were restructured to support site exploration and increase site transactions
 - Optimized existing user flows to design wireframes and an interactive prototype of the site's home and product pages to improve the customer experience. The addition of a product filter resulted in a 100% increase in consumer confidence in the McBride Sister's offerings, and heightened interest in purchasing SHE CAN [canned wine collection] products, to support the brand's charitable work
- **Maspeth Discount Wine & Liquors | Lead UX Researcher & Designer | Website & Mobile Application** (06/2023)-(07/2023)
 - Conducted in-depth user research and competitive analysis to determine the first round of features for the new mobile experience.
 - Annotated wireframes were developed to reflect proposed user flows, and several rounds of prototyping and iterations resulted in an interactive high-fidelity prototype to support the implementation processes
 - Leveraged user feedback to guide updates to site navigation, product discovery, and the shift to the overall assortment to increase revenue YoY

Freelance 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 and conducted research for press briefings to support C-suite interviews with major business and technology publications, including Fortune Magazine and The Boston Globe
- Supported Pointr's partnerships and growth organizations, collaborating with external stakeholders to ideate and create pillar-specific collateral, impactful sales enablement assets, presentations, and webinars
- Ideated booth designs alongside Pointr's product team, to create engaging displays featuring laser-focused brand messaging and collateral, within predetermined budgets
- 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 | Experiential Event Manager | New York, NY

(10/2017 - 5/2019)

- Leveraged user data collected at events, to provide guidance for flagship pop-up shop designs, in-store activations, product assortments for specific markets, and the 'sleep lab' concept to increase avenues for product discovery and revenue
- Sourced, hired, and trained a team of ambassadors to manage consumer engagement at retail. Increased representation in key markets led to a boost in brand awareness and increased sales in the Northeast and Dallas
- Led influencer engagement with notable sports teams, including the Boston Celtics, Boston Red Socks, Dallas Mavericks, Mavs Gaming [esports team], and the Washington Football team. Experiential 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 yearly marketing event calendars that integrated lifestyle experiences and exclusive influencer events tailored to target demographics, increasing consumer traffic to local retail partners and boosting sales nationally
- Managed brand awareness growth through experiential activations, wellness events, and tradeshow in key emerging markets; strengthening relationships with e-commerce consumers and increasing online sales

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

(06/2014 - 06/2016)

- Led the re-launch of KIND Healthy Grains Bars in the NY Metro market, leveraging historical sales data, product team insights, and user research to design a 2-day re-launch event that produced a 700% rise in in-store sales within the heart of Manhattan
- Ideated and led a team of brand ambassadors to execute 'KIND Takeovers' in 13 Whole Foods Market locations across the NY Metro area, boosting brand awareness and successfully soft-launching the brand's Strong & KIND savory bars. 'KIND Takeovers' resulted in an increase in KIND products per consumer household and an average expansion of 4 additional shelf facings, per WFM location
- Led recruitment, training, and scheduling of 18 part-time Brand Ambassadors to support experiential marketing efforts across the Northeast
- Leveraged historical sales data and R&D insights to create a marketing calendar that supported new product launches, and Sales initiatives

- Streamlined processes for collecting data from field marketing efforts for real-time reporting. The immediate retrieval of brand ambassador insights and consumer feedback led to an increase in the effectiveness of field marketing activity

BAI Antioxidant Infusions | Field Marketing Associate | Northeast

(03/2012 -06/2014)

- Hired, trained, and managed 12 Brand Ambassadors, spanning NJ, NY, and CT
- Coordinated all aspects of Retail activations and Trade Show staffing, including the shipment of supplies to/from event venues
- Collaborated with the VP of Field Sales to create heat maps showcasing key retailers, to guide the scheduling of in-store promotions
- Oversaw the gathering of consumer feedback during field events, and synthesized findings, to support regional Marketing and Sales initiatives. Compiled data provided insight into revenue trends, and identified areas of opportunity to better support the adoption of BAI's product offerings

EDUCATION

General Assembly | User Experience Design Immersive Fellow | 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.

SUNY New Paltz | B.A. Communications, Minor in Theatre Arts Concentration in Journalism

(05/2009)