

# Golda Borrero

## UX Designer / Researcher

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I have over fifteen years of experience as a UX designer applying user-centered design principles for web and mobile experiences. Defining product strategies through analyzing product requirements, research insights and translating those into UX stories, functional prototypes, user interface design and usability testing. I have worked for agencies, start-ups, and multinational tech businesses including HP, IBM, and Apple.

I am passionate about understanding human behaviors, mental models and discovering gaps that can turn into new product ideas. Which lead me to complete a UX/ UI Bootcamp at Columbia University Engineering in 2021. Always thriving to reach effective and innovative solutions with cross-functional teammates.

My Design Process Includes:

User Interviews, Affinity Diagrams, Competitive Analysis, Persona Building, Journey Mapping, User Flows, Information Architecture, Wireframing, User Interface, Card Sorting, Usability Testing, Accessibility Evaluation, Analytics Reviews, Iterative Prototyping, Task Analysis.

Authorized to work in the US for any employer

## Work Experience

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### Consultant UX/UI Designer

2010 to present

New York, NY

These are some projects that I have worked on; at various agencies: Chase Freedom Ultimate Rewards mobile web, AstraZeneca - SeroquelXR mobile website, MetLife Defender mobile website, La Prairie responsive website, Univision - UniNow website.

The following are a few companies I have worked with:

### HP – Lead UX Designer / Researcher

Sep 2021 to Present

Remote

Explored and developed solutions to real-world challenges for an IT Support Portal for internal employees and partners.

- Facilitated design workshops with product stakeholders to develop product and understanding of user needs.
- Translated insights and requirements into user maps, user journeys and design solutions

- Develop the current UX design process and workflow for the UX team.
- Work across multiple time zones (Europe & India).

### **Stanley Black & Decker – UX Designer**

Apr 2021 to Jun 2021

Remote

The project was very much a collaborative and iterative process with the Stanley X design team to develop a new feature for OneConstruct Mobile and Web app to manage and track material deliveries along the lifecycle of construction projects.

- Evaluated users' needs and goals with team, along with priorities in MVP.
- Designed wireframes based on user scenarios and user flows iterations.
- Created interactive prototyping for user testing.

### **Apple – Production Designer**

Feb 2018 to Mar 2018

Cupertino, CA

Mainly responsible for producing multiple assets and deliverables for print, web, and mobile in coherence with Apple's design integrity to be featured on all marketing communication materials for the Russian market.

- Worked closely with designers, developers, translators, and international team members to meet project goals and ensure a delightful experience.
- Reviewed final assets with a meticulous eye, ensuring that designs were flawless.

### **IBM – Visual Designer**

Nov 2016 to May 2017

Remote

Worked with the art directors, project managers, UX designers, and developers in the IBM Watson Commerce and IBM Cloud team to create web experiences aligned to IBM's business goals, user needs, and overall increasing engagement and usability.

- Created pixel-perfect interfaces following Drupal component libraries, design system, and design language of each brand.
- Delivered high-quality work on schedules in a dynamic, agile product environment.  
Presented designs to fellow designers, product managers and engineers.

## **Zerve – Visual Designer**

New York, NY

Jan 2013 to Jun 2013

Zerve is an e-commerce online platform for buying and selling tickets for worldwide tours, shows, and events.

I worked alongside the Art Director to implement a new branding style for the e-commerce website, improved existing UI, and created a new experience with latest technology and design trends. In addition, I designed their first UI mobile app.

## **UniWorld Group – Visual Designer**

Remote

Aug 2009 to Jan 2010

UniWorld Group, an entity of WPP, a Multicultural Ad Agency with the longest-standing minority full service in the US.

Created a complex interaction web experience for the UWG Diversity Solution. A platform for minority owned businesses needing high quality services by other minority owned businesses. Businesses that were registered with UWG were able to provide their own services to the pool of registered members.

- Defined the IA of the website and navigation with the team.
- Worked in collaboration with the UWG team to create the entire experience of the platform from login, get certified to the Admin Panel tool.
- Developed wireframes, design language and UI design.
- Worked with developers to QA requirements and design

## **Imaginova – Visual Designer**

New York, NY

Aug 2006 to Oct 2008

Imaginova is a digital media and commerce company focused on space, astronomy, science, technology, travel, health, and science fiction that reaches more than 10 million monthly unique visitors.

Handled digital needs for the main websites: Livescience with 6 million monthly visitors, Space.com with 4 million monthly visitors, Newsarama with 1 million monthly visitors, and Aviation.com with 500 thousand monthly visitors.

- Lead visual designer on the redesign of Livescience, Newsarama, Aviation.com, and Imaginova corporate website.
- Created wireframes and helped build out the living design system and design language.
- Designed images for sites, articles, magazines, and social media for the editorial team.

## Education

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### **UX/UI Bootcamp Certificate**

Columbia University Engineering - New York, NY  
February 2021

### **Website Design Certificate**

Hunter College - New York, NYC  
2012

### **Bachelor of Arts in Advertising**

Universidad Catolica de Manizales  
1998

### **Bachelor of Arts in Graphic Design**

Instituto de Bellas Artes de Cali  
1995

## Skills/Tools

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Visual Design  
User research  
Wireframing

Prototyping  
Design System  
Usability

DX  
Figma  
Sketch