



Araceli Molina

Product Manager • UX Strategist

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Experience

UX Strategist / Banco Azteca

Aug 2018 – Current

Deliver creativity-driven solutions to enhance customer experience across brand channels and interaction points.

Manage a multidisciplinary team within the UX department • Present insights and OKRs to Department Heads • Develop customer and market data driven insights to facilitate strategic planning, material development and allocation of budget • Design, develop, track and deliver Key Objectives and Results within the UX department • Create, manage and execute end-to-end strategic plans for customer centric initiatives across Service Design, Customer Service, Contact Center, Marketing and Operation Teams. • Monitor client and competitor behavior through physical and digital channels • Track Marketing Budget and conduct negotiations with suppliers and clients • Identify and execute new opportunities within existing business models and processes.

Marketing Manager / Banco Azteca

May 2016 – July 2018

Unify brand identity across communication channels and interaction points. Identify, define and design brand voice and brand identity.

Design a human centric approach for all brand communications. • Participate in multiple parallel projects bank-wide, focusing on design thinking, customer satisfaction and service design to increase customer fidelity • Design and execute alternative service modules • Manage stakeholders and present key results periodically • Provide data driven insights for branding and promotional campaigns • Define, track and measure campaigns KPI's and brand P&L results

Visual Merchandising Coordinator / SP-360

May 2015 – May 2016

Point lead in national Visual Merchandising Team for Harley-Davidson's official VM Program • Project Management and concept development for BTL projects with a user-centric approach with international brands (Nike, Palacio de Hierro)

Lead Design Manager / Litobel

Nov 2011– Jan 2015

Manage, monitor and deliver end-to-end project development, from the pitch to the final payment • Lead a team of ten designers and project managers in BTL projects • Present final design to stakeholders and international clients.

Education

DEGREES

M.B.A / UNIR

Aug 2018 – Current

BA. Industrial Design / UNAM

Aug 2018 – Current

DIPLOMAS

Marketing Diploma / ITAM

Nov 2014 – Nov 2015

Leading Digital Innovation / MIT

Feb. 2020 – June 2020

PMP Prep Course / Avanza

May 2020 – July 2020

Skills

Teamwork

Leadership • Coaching and mentoring
Workshop design and execution

Design

UX/UI design • Interaction Design • Service Design • Visual Design • Industrial Design • Graphic Design • Prototyping • Wireframing • Information architecture • Adobe XD • Sketch • Keynote • Illustrator

Presentation

Strong verbal and communication skills
Presentation to stakeholders or VPs
Visual and interactive presentation design
Data insights and company strategy synopsis

Analysis & Research

User research • User Testing
Focus Groups • In depth analysis
Excel • Tableau

Frameworks

Design Thinking • Agile – SCRUM
Project Management by PMI • Visio