EDGAR PAYAMPS

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UX LEADER & INNOVATOR
20+ years of experience in UX design, product management, and creative direction to drive exceptional user experiences and business growth. Passionate about collaborating with diverse teams and utilizing a strong design background to create innovative solutions across various industries. Certified SAFe® 5 Product Owner/Manager and fluent in English and Spanish.

Key Skills
- Proficient in creating outstanding user experiences backed by a solid design foundation
- Capable of working independently or collaboratively within a team environment
- Committed to achieving objectives and tackling challenges head-on
- Comprehensive management of product development, from market analysis and ideation to wireframing, prototyping, and go-to-market launches
- Industry expertise in talent acquisition, team-building, and new business presentations
- Strong understanding of ReactJS, various JavaScript frameworks, and information architecture
- Experienced in Scrum-Agile methodologies, lean development, and SCIM API technical documentation

Work Experience

SENIOR UX/UI DESIGNER at Intertek Alchemy, 04/2019 - Present
- Led product design & UX strategies for global SaaS products, achieving 97% customer retention
- Identified and acquired MQLs through trade shows; conducted customer interviews and A/B testing
- Improved opt-in rate by 80% through customer-centric UI design and data visualization
- Developed SaaS product brand identities for iOS/Android and marketing materials
- Collaborated with engineering teams in Agile/Scrum release planning meetings
- Contributed to global readiness by translating user interfaces

SENIOR DIGITAL DESIGNER, UX at Havas Worldwide, 01/2015 - 12/2018
- Directed UX design and interaction across pharmaceutical brand lifecycles
- Led UI/UX design for iPad/iOS, Android, and mobile apps targeting sales reps
- Designed responsive websites and email campaigns for physicians and patients
- Managed offshore development teams and participated in product management

CREATIVE DIRECTOR/SR UX DESIGNER at Net@Work, 11/2012 - 12/2014
- Led creative operations, managing a multidisciplinary team of designers, engineers, and copywriters
- Designed UX strategies, websites, and mobile apps for over 200 clients
- Developed responsive website templates, typography, wireframes, and mobile mockups
- Participated in pitch presentations, securing Fortune 100 clients with 3MM+ net income
- Mentored team members and provided real-time training on creative processes

CREATIVE DIRECTOR at Hara Partners, 09/2006 - 11/2012
- Co-founded and directed a web development company offering diverse services
- Managed P&L, budgets, and led the ecommerce practice to acquisition
- Recruited and managed a team of designers, analysts, programmers, and copywriters
- Developed SEO and marketing strategies to maximize client success

ART DIRECTOR at Samsung Cheil Communications · Contract, 09/2006 - 02/2008
- Produced print ads and web content, focusing on art direction, retouching, and graphic design
- Ensured visuals effectively communicated Samsung's brand message
- Meticulously oversaw retouching and image composition processes

SENIOR PRINT PRODUCER at The Walt Disney Company (ABC) · Contract, 10/2006 - 01/2007
- Managed and designed print materials for the TV show, Fast Cars and Superstars
- Developed cohesive and visually appealing branding elements for race park, NASCAR vehicles, and press materials

SENIOR DESIGNER at Merkley + Partners, 01/2000 - 09/2006
- Provided art direction, retouching, and graphic design for print ads and marketing collateral for clients like Mercedes-Benz, BMW, and Citigroup
- Managed a national advertisement releasing system, netting $1.5m annual billing
- Coordinated print ad releases with national TV and radio advertising campaigns

Education
Parsons School of Design
Majored in Advertising Arts, Photography, Color Theory and Web Design 1998 - 2001