

# Pablo Malacara

UX Designer

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## ABOUT ME

Utilizing my experience in marketing and ethnographic research, I focus on Human Centered Design and getting to the root of what it means to be human in a digital age.

## SKILLS

Sketch, Figma, Invision, Adobe XD

Optimal Sort, Principle, Zeplin, Excel

Google Analytics, Usability Testing,

HTML, CSS

## EXPERIENCE

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### UX Designer/Marketing Analyst | ShadeEco

May 2020 - Present, SCOTTSDALE, ARIZONA

- Headed Qualitative/Quantitative market research on product that determined the price point for manufacturing
- Facilitated 5 ideation and research workshops based around design thinking methodologies
- Research and design for website in development

### Market Analyst | Tierra & Armonia

Sept 2017 - Apr 2019, GUADALAJARA, MEXICO

- Coordinated two collaborative innovation challenges with multidisciplinary students (ITESM,ITESO)
- Executed competition research and analysis for 17 major real estate developments in 3 states as part of the commercial intelligence research
- Conducted and implemented new sales experiences that saw an increase in sales by 4 homes per month for 3 developments
- Collaborated in redesigning the commercial intelligence/innovation department to adopt design thinking methodologies

### Marketing & Sales | Interlago Real Estate

JAN 2017 - JUL 2017, GUADALAJARA, MEXICO

- Researched and implemented sales insights on foreign investment that led to an increase of visitors to sales kiosks by 10%
- Conducted analytic research on home purchases trends in the company that influenced the ideal price point decision for the next development

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JUN - SEP 2020, VANCOUVER, BC

### Coparmex | Certificate, Design Thinking

SEP - NOV 2019, GUADALAJARA, MEXICO

### Vancouver Island University | B.A Anthropology

JAN 2012 - 2016, NANAIMO, BC

## PROJECTS

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### Design Sprint 2.0 | Researcher and Project Manager

JUL 2020 - BRAINSTATION & EY (ERNST AND YOUNG)

Design challenge focused on integrating students in a remote future