

# Yoli Trevino

## Senior Product Designer at Zenhub

Yolanda Trevino Campos

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### EXPERIENCE

#### Zenhub

##### Senior Product Designer

Aug 2021 – Present • Vancouver, BC, Canada

- I played a pivotal role in shaping comprehensive AI-powered features to enhance agile work operations and productivity significantly in the app. I was involved on the first 3 new generative-AI powered features in the product, aiming to streamline and prioritize tasks through a user-centric approach, reducing manual efforts.
- I applied UX rapid prototyping and usability testing to enhance ZenHub's agile reports, ensuring that development team efforts aligned with business objectives. This led to a substantial increase in user retention and a marked decrease in churn rates.

#### Accenture - XD Studio

##### Head of Design

Aug 2020 – Aug 2021 • Monterrey, NL, Mexico

- As a UX Studio Capability Lead, I oversaw the career development of 80 UX and UI designers, guiding their professional growth and engagement, I concentrated on fostering a culture that promoted contributions for scalability and overall growth.
- I led and coached teams across the studio to strengthen and drive improvement in processes related to Staffing, Recruitment, Delivery management, Engagement, and Marketing.

##### Interaction Designer Lead

July 2016 - May 2021 • Monterrey, NL, Mexico / Houston, TX, United States.

- I led the design initiatives for the digital transformation of one a leading Oil & Gas company's Field Worker Program.
- I transformed outdated experiences into innovative, time-saving solutions by engaging directly with users on-site in Houston, TX, and Pittsburgh, PA to deeply understand their needs.

##### Senior Interaction Designer

November 2013 - July 2016 • Monterrey, NL, Mexico

- I revolutionized the creation of innovative demos and strategies for the Innovation Digital Showcase, working with Avanade, Accenture, and Microsoft.
- Using motion design and scenario prototyping, we aimed to provide value to potential customers. Our team improved multichannel experiences in Energy, Retail, Insurance, Banking, and other sectors, effectively showcasing immersive experiences.

#### UNICA – Universidad de Comunicación Avanzada

##### User Centered Design Professor & Academic Advisor

September 2014 – December 2015 • Monterrey, NL, Mexico

- I taught UX and Human-Computer Interaction methods to Marketing and Digital Art university students, introducing them to emerging technologies.
- I supervised 2 design dissertations and provided mentorship to Marketing and Digital Media undergraduates.

#### Usaria

##### UX/UI Designer

January 2012 – November 2013 • Monterrey, NL, Mexico

- I worked as a Visual and UX Designer on both local and remote projects, collaborating with diverse team members to craft practical and technically proficient designs.
- My aim was to create innovative and visually striking designs that surpassed client expectations. I made it a priority to stay updated with the latest design trends and technologies.

### EDUCATION

#### Bachelor of Graphic Design

Universidad Autónoma de Nuevo León

Aug 2007 - Dec 2011 • Monterrey, NL, México

### CERTIFICATIONS

#### Communicating for impact

Apr 2023 • IDEOU

#### Design Thinking Introduction

May 2019 • Internal - Accenture Mexico

#### SAFe for Teams & Scrum Master 4.0

Aug 2017 • SAFe Lean Enterprises - Scaled Agile

### SOFTWARE & TOOLS

Figma / Mixpanel / Fullstory / Notion / Miro / UserInterviews.com / UsabilityHub / Sketch / Adobe XD / Overflow.io / InVision / Zeplin / Webflow / SharePoint / Azure DevOps / Adobe AE, AI, PS.

### SKILLS

#### Research

Card sorting / Tree testing / User interviews / Persona development / Design sprint / Journey maps / Empathy maps / Design thinking / Usability testing / Information architecture

#### Design

Product design / Interaction design / Visual design / Design systems / Prototyping / Wire-framing / User-flows / Motion design

#### Collaboration

Leadership / Product strategy / Project management / Co-facilitating workshops / Scrum methods / Problem solving / Creative thinking / Team work / Detail oriented / Communicative