



Isaac Vigil

Experience Strategy & Design

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About

I am Isaac Vigil, a design leader with strong strategic, visual, analytical, and entrepreneurial skills on a mission to build cohesive and efficient teams that deliver outstanding experiences.

Currently, I am Manager UX Consulting at Cognizant Netcentric, where I led multiple projects for different clients like UBS, Ford, Kia, Mercedes-Benz, and Volvo.

Besides delivering the best outcome, I like to mentor and help grow the teams I lead. I thrive in international, multicultural environments, working with multidisciplinary teams that face complex challenges.

As a Leader

I like to build safe, inclusive spaces where my team feel appreciated and can grow. I always find the time to listen and to give and receive feedback. My goal is to be a leader that inspires others, that can be trusted, who develops his team, works hard for them, knows to delegate, and gives deserved recognition.

As a Designer

Designing a successful experience is an end-to-end process, which takes into account not only user needs but also business goals, our job as designers, is to be able to design an experience that satisfies both. My approach is through testing to minimize the risks of not building the right solution. Have a clear goal of what we want to accomplish, and start with an achievable MVP, to test our assumptions as early as possible.

As an Entrepreneur

I have started multiple projects:
A startup to help people connect at events; Near.
A design studio; TokyoOn.
An aware clothing brand; Fight For All.

All these, have been great learnings; how to be more effective when building experiences and focusing on what's needed in each step, how to collaborate and delegate. Also shows some things about me; I am a self-starter, I am very resilient and I don't easily give up, I am optimistic and want to make our world a little better.

Lived and worked in

Barcelona
Tokyo
Shenzhen
Hong Kong
Dubai

Experience

15+ years designing experiences
5+ years leading teams
2 years mentoring aspiring designers

Experience

Manager of UX Consulting at Netcentric, A Cognizant Digital Business

February 2021 to present at Barcelona, Spain

Netcentric, is a fully-integrated digital partner for leading global brands.

As Design Lead:

- **UBS**, improving the new businesses funnel.

New businesses in Switzerland may choose UBS to open their account. The challenge was to upsell the insurance provided by Zurich, as new businesses need to be insured to cover the company and its employees. We improved the addition of products, and made it more clear for customers to select the right solution for them.

- **Ford**, creating the new conversions platform.

Commercial vehicles are the main income of Ford Europe. Many of those vehicles need to be converted for different needs (like refrigerated vans, tools racking systems...). The new platform has been ideated to make it easier for customers, dealerships, and converters to be on the same page and be more efficient. I led the design team and collaborated with multiple teams to improve workflows, collaboration, and sales.

- **Kia**, launching a renewed customer personal area.

MyKia, the personal area for Kia owners, lacked purpose and had many experience issues. We came in, to improve the experience, making it easier for owners to add their vehicles, make their service appointments, and easily find the relevant guides and content they needed. All wrapped with an improved look and feel.

- **Mercedes-Benz**, improving the AMG platform.

AMG, the high-performance subsidiary of Mercedes-Benz, wants to keep becoming more relevant for its users and increase engagement through its digital platform. For that, one of the main tasks is been the revamping of the Forums. Also when joining the project, I decided that we would move to Figma, which meant creating this new component library.

- **Volvo Trucks**, making their articles platform more engaging.

To increase the number of people reading their articles, and signing up for their newsletter.

- **Volvo Group**, creating a better search for their global site.

Driving internal initiatives:

- Creation of a Design System, to be used in new projects, to speed up the design and development of products. The main challenge is to create a system, that can adapt to different scenarios.

- Adoption of Figma as our UI design tool.

Experience

(Continuation of driving internal initiatives at Netcentric)

- Cognizant Design Event, together with the Head of Experience Strategy & Design CE at Cognizant, we planned an event to bring the whole of Cognizant's Design ecosystem together.
- Taking over the hiring interviews and specifying the process and tests.
- Mentoring other designers on aspects they may not be experts, like user research or using Figma.
- Conducting workshops, to bring ideas on how to improve our community and also to together solve design exercise challenges.
- Establishing design critiques sessions, where the design team can share what they are working on, give and receive constructive feedback.

UI/UX Design Career Track Mentor

August 2020 to present at Barcelona, Spain

Being a mentor gives me the opportunity to give back to others, forming the next generation of designers.

Head of Design at FCM Travel Solutions

September 2020 to January 2021 at Barcelona, Spain

FCM Travel Solutions it's an award-winning global corporate travel management company, present in more than 90 countries, employing over 6000 people. As Head of Design, some of my most important tasks were:

- Grow the three people design team, by mentoring them.
- Set up the Design System.
- Switch to Figma from Sketch and create solid components that could be used in the current and future designs.
- Implementation of user research.
- Improvement of the collaboration of the design team with other teams.

UX Design Director at First Abu Dhabi Bank (FAB)

From July 2019 to August 2020 at Dubai, UAE

As UX Design Director at First Abu Dhabi Bank (FAB), I was foreseeing that the team of three, that I was managing, accomplished FAB's business goals while having a customer-centric approach, taking into account feasibility and timings.

Acting also as Product Owner, I looked into the backlog planning and how to improve alignment between different related teams on the projects I was involved in, mainly being the revamping of the mobile experience for Dubai First (credit card provider part of the FAB group).

Lead UX Designer at eDreams ODIGEO

From December 2017 to June 2019 at Barcelona, Spain

eDreams ODIGEO with a presence in 43 markets, is Europe's largest flight retailer, serving over 18.5 million customers in 2019 and managing 1Billion/month searches. This makes a very demanding environment where I was designing new solutions that improved the entire purchase flow.

Because of my capabilities and experience shortly after joining the company, I was assigned to work with two different squads, the one responsible for the home page and the one responsible of the flight results.

I was leading various initiatives, like mentoring junior UX Designers, creating the place and time to align with other teams, writing how-to guides about different processes, and facilitating the design critiques. This is because of my nature of never staying in my comfort zone and pushing myself to be better while helping the ones around me to do the same while creating more collaborative synergies.

Sr. UX Consultant at Dexma

From September 2017 to December 2017 at Barcelona, Spain

Dexma provides energy-saving solutions. My work during this four-month project consisted of redesigning the B2B solution, making it a more robust experience while updating the UI and creating an atomic design system to be used across the company. This was an interesting and challenging project as it was about renewing an outdated platform which required extensive work both on rethinking the UX and updating the UI.

Sr. UI/UX Designer at Nixplay

From December 2014 to June 2017 at Hong Kong

Nixplay produces cloud-connected digital photo frames. Working in Nixplay allowed me and my team to collaborate in all areas across the company: their e-commerce platform, marketing, packaging, video production, hardware UI, and the software to manage the hardware.

One of the most important challenges was to drive more traffic from Amazon to the Nixplay store, by a combined effort of marketing promotion we achieved more traffic and with funnel improvement, we reduced the friction across the shopping flow. My role was to bring new ideas that pushed the design to a new level in the various projects I was involved, both on their B2C and B2B products.

Experience

VP of Product at Call Direct K. K.

From March 2012 to November 2014 at Tokyo, Japan & Shenzhen, China

Call Direct is the parent company of Leverage Point, a software solution for telemarketing. Leverage point has two types of users: agents and call center supervisors, this meant working on two types of very different products; one to help agents close sales and another one to help supervisors monitor their call center. Some of the clients included like Guthy-Renker Japan and UNICEF (JCU).

The position required to travel between Tokyo, Japan where the clients were located, and Shenzhen, China where the development team was working from. I acted as Product Owner; set up the strategy and milestones, meet up with the stakeholders and clients, while managing various external designers and an in-house team of twenty developers.

Sr. Web/Graphic Designer at Brastel

From March 2010 to March 2011 at Tokyo, Japan

Brastel is a telephony solutions company. During my stay at Brastel, I worked on the company's website, marketing materials, and the interface for their B2B web-based communication product.

Founder & Design Consultant at TokyoOn

Founded in 2008 at Tokyo, Japan

TokyoOn is a human-centered design studio, which I started when I was living in Tokyo. Working on really different projects, gave me diverse experience and also helped me to develop better soft skills to work with both clients and partners.

Design Manager at HelpMyCash

From November 2008 to December 2009 at Barcelona, Spain

HelpMyCash is a loan and mortgage comparison site. As Design Manager, I led a team of three that mainly worked on improving the comparison site and the design for the company's website.

We focused on creating a seamless experience for users so they could easily find the product they were searching for while taking into account business requirements like promoting certain products, which meant finding a balance between both user and business needs.

Sr. Web/Graphic Designer at Technocasa

From October 2007 to August 2008 at Barcelona, Spain

Technocasa is the biggest real estate network in Spain and Italy. At Technocasa I worked on the internal CRM tool and also on the company's website. Developing the internal tool to be used by the whole company required alignment with different parts of the business.

Experience**Web/Graphic Designer at Caixabank**

From October 2006 to May 2007 at Barcelona, Spain

CaixaBank is a financial group, leader within the Spanish market. Being part of the technology team of Caixabank meant that not only the experience for the user was important but also compliance of accessibility rules was always mandatory.

Education**Design and Multimedia Major at Escuela de Sistemas Informáticos (ESI)**

Graduated in 2005 at Barcelona, Spain

Fluent in

English
Spanish
Japanese
Catalan

Good at

Team Management
Project Management
Stakeholder Management

Mentoring
Product Strategy
Roadmaps

Startups
Lean methodology
Agile Methodology

Design Systems
User Experience
User Interface
User Interviews
Wireframing
Prototyping
Usability Testing
A/B Testing

Figma
Miro
Useberry
Atlassian products
Google Analytics