

Soledad Benitez

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SUMMARY

Experienced Senior Product Designer with expertise spanning Management, MVP development, UX design, user research, and design system implementation. Proven track record of enhancing collaboration across teams and delivering user-centric solutions in varied industries such as fintech, B2B, B2C, and enterprise software. Adept at applying agile methodologies and design thinking to achieve impactful results in diverse projects.

EXPERIENCE

Product Designer | OpenEarth Foundation 01/2025 to Present

- Researched, conceptualized, and tested multiple MVPs to ensure functionality and user satisfaction.
- Developed and executed a comprehensive analytics plan for product growth coordinating a team of developers.
- Streamlined user onboarding process and conducted audits to enhance overall product experience.

Product Designer | Fintech, B2B company (Under NDA) 05/2023 to 01/2025

- Introduced and implemented a complete design system with guidelines to facilitate collaboration between engineering and product that resulted in a trusted standardization of processes across departments.
- Managed the implementation of internal agile methodologies in the design department for a better workflow, allowing better communication and twice as fast delivery.
- Redesigned the platform from the ground up establishing UX Design and UX Research best practices.

User Experience Design Intern | Tableau - Salesforce (Data viz) 05/2022 to 08/2022

- Worked within the Insights & Actions team on Explain Data, a feature across Tableau's core products.
- Collaborated with designers and engineers to ideate, design, test, and deliver a completed prototype.
- Facilitated heuristic evaluations, researched pain points and discovered insights for improvement.

User Experience Designer | MUV - Hail-riding Startup (B2B and B2C) 04/2019 to 10/2020

- Led the design, research and iteration of the corporate MVP before launch resulting in 2x subscriptions.
- Enabled design sprints of core platforms (Client-facing app, Corporate web app and Admin console).
- Implemented UX & Marketing strategies via collaborating with stakeholders across different departments.

Product Design Consultant | Various projects - Mozilla, Honda, IDB, MITIC 04/2019 to Present

- Designer for the Mozilla FTU Selected project 'Air Quality for Asuncion' 2024-2025.
- Research Assistant at the Artificial Intelligence labs at Indiana University for Honda's Research Institute.
- Designer for anti-violence and report tool for the Inter-American Development Bank (IDB) and TEDIC.
- User Experience Design instructor for the Ministry of Technologies national courses in Paraguay 2023.

EDUCATION

Master of Science in Human-Computer Interaction & Design | Indiana University Bloomington 2021 to 2023

4.0GPA. Full ride scholarship by the Fulbright Association 2021-2022 cohort. Faculty's Excellence Fellowship 2021-2022.

Bachelors in Industrial Design | Universidad Nacional de Asuncion 2013 to 2018

Awarded a Fellowship in 2017 for outstanding academic performance.

SKILLS & TOOLS

Skills & Methods: User Interviews, Contextual Inquiries, Usability Testing, Benchmarking, Heuristic Evaluation, Ethnography, Sprints, User Journey, Experience Mapping, Design thinking, Rapid prototyping, Agile methodology, Interaction Design, Wireframing, Information Architecture, Design Systems, User flows, Personas, Storyboards, Data Visualization.

Tools: Figma, Adobe Suite, Photoshop, Framer, Webflow, Principle, Notion, Slack, Illustrator, Penpot

Languages: Spanish - English