

Silvia Checa

Design Manager

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405.397.1157

Work Experience

Visa / Design Manager

FEB 2022 - PRESENT, MIAMI

Building payment systems for the world. I lead and connect the dots between product, design, engineering, business, support, and other cross-functional teams.

HCL - The PENTAGON / Lead Design Strategist & Researcher

FEB 2021 - FEB 2022, HOUSTON

User research on data elicitation, analysis, modeling and mental models. Design creation (Bottom-Up and Top-Down methodologies). Generative design: Ideation, sketching and prototyping.

USAA / Senior Product Designer (UX/UI)

MAY 2019 - FEB 2020, HOUSTON

Responsible of user and desing research, prototyping and user interface in the new integrated system for the Contact Center.

ExxonMobil / Senior Service Designer (UX/UI)

MAY 2019 - JUNE 2020, HOUSTON

Designed projects from idea to integration with the support of Upstream IT UX team. Led various research and design initiatives for all areas of Corporate IT. Designed products or features that are supported by user research and testing and utilized by internal personnel.

Objectstream / Lead User Experience Designer & Researcher

SEP 2016 - MAY 2019, OKLAHOMA CITY

Responsible to drive UX process for the entire department or organization as a whole for FAA and Workers Compensation Commission.

Whee Studio / Creative Direction & User Experience Designer

JAN 2013 - SEP 2016, RIO DE JANEIRO & OKLAHOMA CITY

I collaborated with developer teams and managed a wide variety of cross-media projects involving branding, illustration, product and UI design for startups.

Digitalist / User Experience Designer

FEB 2012 - JAN 2013, BEIJING

I worked as a sparring partner, I workshop and ideate with the customers to come up with innovative ideas and to screen and select the best of them to be realised. I was specialist in the ideation and development of innovates creative campaigns, products and market insights concepts.

AlmaDDB / Senior Art Director

FEB 2011 - JAN 2012, MIAMI

Ideation and development of creative campaigns for McDonald's, Rosetta Stone, and PepsiCo Hispanic Market. My expertise was in integrated advertising campaigns, social media, television, print and radio.

J. Walter Thompson (SCPF Miami) / Art Director

MARCH 2009 - FEB 2011, MIAMI

I collaborated in the first Interactive Creative Campaigns, like microsites, online games or Facebook Ads Application. I was part of integrated advertising campaigns for Coca-Cola, Ikea, HSBC, P&G and Macy's.

Education

Georgetown University / MPS
Master's in Design Management,
Communications & Technology

JUNE 2020 - JULY 2022

Pontifical University of Salamanca / B.A.
Mass Communication; Advertising & PR

SEPT 2002 - 2007

Skills

Design: Illustration & UI Graphics / Strategy & Vision / User Flows / Storytelling / Concept Sketches / Wireframe & Mock-Ups / Style Guides & Language Systems / Design Thinking.

Prototyping: Sketches and Diagrams / Rapid Prototyping Using Figma, Adobe XD or Sketch / Paper Interfaces / Storyboards / User-Driven Prototypes.

Research: Data Architecture / Ethnographic Conversations / Task Analysis & Persona / AB Testing / Usability Testing / Brainstorming / Co-Creation Tools.

Miscellaneous: Spanish Native, Fluent English Italian & Portuguese. Survival Mandarin / Strong Work Ethic & Team Player.

Awards: ANA Multicultural Awards USA: Grand Prize 2012 / Shortlist Cannes Young Lions 2011 / Coca-Cola Marketing Excellence Award USA: Best Digital Campaign 2009 / First Award Euro RSCG WorldWide 200: Best Strategic Campaign 2009 / Second Award in Creative Strategy, Brainstant Soup Festival. Category: Young Creatives 2005 / European Union Scholarship Sciences of Communication 2004.

Mentorship: Hexagon UX, our mission is to support, encourage, and empower women in UX.