

Maryann Chavarría Zúñiga

Strategy & User Experience Designer

Experience

- **User Experience Designer** - BCG (Boston Consulting Group) - Jan 2023 – Currently.
As a digital designer, I create industry-standard tools that prioritize user experience and interface design. I collaborate closely with various teams (including video, graphic designers and development) to ensure seamless integration of designs into the final product. In addition to my design role, I also act as a strategist and project manager for projects under 100 hours, handling tasks such as scoping, setting timelines, and applying Agile and Waterfall methodologies, while mentoring junior designers and driving internal initiatives to enhance workflow efficiency.
- **User Experience Designer** – Accenture - Nov 2021 - Dec 2022
As a UX/UI Designer at Accenture, I actively participated in workshops with customers, stakeholders, and users to collaboratively find the best solutions for digital challenges. My role included working on diverse projects that utilized various UX research methods. I also worked on implementing different business strategies, and providing mentorship to junior UX/UI designers.
- **JR Content Migration Strategy Specialist** – Accenture - Aug 2021 - Nov 2022
During the transition to the India team at Accenture, I worked on creating a strategy to successfully train the new data visualization designer, providing them with protocols for results presentations. I also created comprehensive documentation to support a smooth transition and serve as a valuable resource for addressing questions during and after the transition.
- **Data Visualization Designer** – Accenture - Jul 2021 - Aug 2022
I joined Accenture during the Bayer transition and held a key role as a Data Visualization Designer in the financial team. My focus was presenting KPIs in a clear and accessible manner. This experience enhanced my skills in creating impactful presentations for financial data.
- **Data Visualization Designer** – Bayer - Jan 2019 - Jul 2021
- **Data Visualization Designer** - 3M - Jan 2017 - Jan 2019

Education

- Nutrition Science - Universidad Hispanoamericana - Currently
- UX/UI Bootcamp – Accenture - 2022
- Graphic Design Technician- Don Bosco Technical HS -2014

Certifications

- Advance UI – LinkedIn Learning – May 2023
- Introduction to UX writing – Udemy – May 2023
- UX Storytelling – LinkedIn Learning – May 2023
- How to design for accessibility – Udemy – Feb 2023
- UX Strategy Fundamentals – Udemy – Jan 2023
- User Experience Research - LinkedIn Learning – Jan 2023

Languages

- English - C2
- Spanish – Native

Contact

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