

# Miriam Suchar

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## AWARD-WINNING UX/UI DESIGNER WITH EXPERTISE IN RESPONSIVE, MOBILE AND PROTOTYPE DESIGN, AND USER BEHAVIOR RESEARCH

### CAREER HIGHLIGHTS

Web & mobile UX/UI designer, digital creative and front-end developer.

Trained for artistry, advanced technology skills and strong attention to detail.

8-year experience designing award-winning websites and animations for corporate clients in the fitness, entertainment, food and beverage, automotive industries, among others.

Won 1st Place "PromaxBDA Student Desing Award 2010" – Student, other electronic Media category.

Won "PromaxBDA World Gold Award 2008" and "Broze ANDA Award 2007-2008" – Interactive game category and Online Promotional Site categories as part of the team that designed animated Spiderman 3 promotional interactive game to launch the movie in Latin America.

Graduated with honors from The Art Institute, Fort Lauderdale, FL and recognized as Top of the Class at Instituto de Diseño de Caracas in Graphic Design, 2004.

Fluent in English and Spanish.

User Experience Design  
Product Design  
Web Design  
User Research  
Prototype Development  
Digital Art Direction

Multimedia Production  
Information Architecture  
Front-End Development  
Creative Direction  
Branding  
Digital Marketing Strategy

### EDUCATION

**THE ART INSTITUTE OF FORT LAUDERDALE 2009-2011**  
Fort Lauderdale, Florida

Web Design & Interactive Media-Bachelor of Science - Overall GPA 3.9.

**INSTITUTO DE DISEÑO DE CARACAS 2001-2004**  
Caracas, Venezuela

Graphic Design B.A. 2004 (foreign equivalency) - Graduated with Honors

**DIGITAL DESIGN INSTITUTE 2004-2005**  
Caracas, Venezuela

Web Design Certificate, 2005 - Graduated 1st in Class

### PROFESSIONAL EXPERIENCE

**ZUMBA FITNESS – HALLANDALE, FL**

**2011 – PRESENT**

**UX/UI Manager Feb 2013 – present**

Lead A/B testing for Zumba.com including testing, analyzing and implementing site improvements such as navigation changes and free shipping offerings, which led to 15% increase in sales and 17% increase in revenue per visit respectively.

Manage team of 3 people to create UX experiences by partnering with analytics, brand and technology teams to identify gaps in user flows, create user stories, provide recommendations and implement improvements. Examples include creation of a new membership dashboard, which increased logins by 10% and time on site by 5%.

Drove third party software implementations on Zumba.com such as SiteSpec and Rich Relevance by managing projects and communication between third party vendors and Zumba's technology team.

**Lead UI Designer Mar 2012 – Jan 2013**

Lead the development of the interactive experience of Zumba's Great Calorie Drive, of which the main component was a mobile application that enabled class check-ins to power the initiative. More than 10,000 check-ins were registered, exceeding the goal by over 10%. Awarded an Honorable Mention by Awwwards in May 2013.

Developed 3 major interactive experiences for the Zumba brand, including the launch of the new line of at-home DVD sets; the Party in Pink Breast Cancer Awareness Campaign, and the online promotion for the Annual Convention driving registrations of more than 6,000 people.

**Multimedia and Web Artist – Apr 2011 – Mar 2012**

Member of team responsible for design of all digital components of Zumba brand, including the landing page for the Exhilarate product, the initial landing page for Zumba Wear e-commerce and the Z-Life blog.

Lead design and implementation of a social promotion in partnership with Pitbull to increase brand awareness and engagement on Facebook.

**SUE DESIGN – CARACAS, VENEZUELA**

**2004-PRESENT**

Design polished and responsive websites and mobile applications.

Developed and produced over 20 graphic projects for primarily entertainment clients including theater and film productions, and event planning companies, such as "El Favorito de D-os", Roque Valero, and "La Virgen Negra."

Created and developed flash website for renowned international star Franco De Vita.

Designed 12 dynamic animated web pages with Flash that incorporate music and images.

**STUDIOCOM – ATLANTA, GEORGIA**

**2008-2009**

**Graphic Designer Mobile (Internship) – Web Solutions and Gaming International Company**

Designed iPhone interfaces for McCormick's Recipe Search, Frummy's Smart Shopper, and prototype applications for AJC, Dunkin Donuts, H&M, and Coca Cola.

Provide user interface solutions for Microsoft's Group Comments tool to enable user to post subjects and receive comments regarding that subject without logging in.

**ORUGA FILMS – CARACAS, VENEZUELA**

**2007**

**Art Director/Web Developer – Visual Communication Company**

Lead and developed 14 cutting-edge animated web pages rich in visual animation with modern graphic, visual and dynamic impact for large corporate entertainment clients, including Sony Entertainment Television Latin America, AXN, Animax, promoting shows such as Latin American Idol, AXN Film Fest and blockbuster movies.

Designed, animated and acted as Art Director on two projects, including the animation for the Spiderman 3 promotional game using Flash.

**MEILER INTERACTIVE – CARACAS, VENEZUELA**

**2005-2006**

**Graphic Designer/Web Developer – Interactive Media Company**