

# LETICIA MOLINA

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## OBJECTIVE

~ **A hands-on UX Design Leader with a passion for creating delightful employee-facing products. Eager to transition into the consumer space to build transformative experiences for external customers ~**

## CORE COMPETENCIES

- Drive the creative direction, concept development & strategy while prioritizing and taking ownership of the product delivery.
- Utilize user research to understand how users think, behave and interact with a product experience.
- Craft meaningful experiences through fast cycles of analysis, user feedback, ideation and product iteration.
- Dive into data and analytics to discover product insights.
- Work daily with a team of designers, engineers, and stakeholders to ship new features.
- Sketch and create wireframes informed by user research to address ongoing UX challenges.

## KEY SKILLS & EXPERTISE

- Design Thinking, Design Systems, UI Patterns
- User Research, Usability Testing (In-Person/Remote)
- Sketching, Wireframing, Lo & Hi-Fidelity Prototyping
- HTML5, CSS3, Bootstrap, Mobile & Responsive Design
- Interaction & Visual Design, Information Architecture
- Focus Groups, Surveys, Heuristic Evaluations
- Axure, Balsamiq, Mockflow, Adobe Creative Suite
- Agile/Scrum, JIRA, Project Management

## NOTABLE CAREER HIGHLIGHTS

- **Founded “UX Design Week” at Citi**, held in various locations to educate clients, partners and non-design teams on key UX concepts & best practices. Included a design thinking workshop, sessions on user research, design and front end development best practices. Total attendance across all locations exceeded 300+ participants.
- **Developed and directed** the strategy behind the “Web Application Toolkit”, Citi’s internal UI component library in an effort to support Citi developers with achieving corporate branding and enhance front end design for enterprise applications.
- **Served as UX subject matter expert** to a 10,000+ developer organization to successfully drive best practices in user research, design and front end development to achieve a better overall user experience.

## PROFESSIONAL EXPERIENCE

Citi, Senior Vice President, Irving, Texas

2018-present

**UX Lead**, Instrumental in forming the Creative Solutions team, maturing existing UX practices while marketing and increasing awareness of UX services among product owners and developers in our department. Managed \$1MM+ budget and responsible for driving user experience of internal Citi applications in the Regulatory and Finance domains.

- **Instituted best practices for User Experience** by maturing existing style guides and driving usage among the developer community. Founded monthly **UX Ed** learning series focused on various topics including an introduction to user experience, accessibility, user research, and more.
- **Interface with business and technology partners** to understand and define KPIs and vision for the future of their products. Worked with tech teams to understand feasibility of concepts and technology limitations to determine viable solutions.
- **Manage core and contract staff**, directly hiring, interviewing and onboarding. Excel at creating diverse, talented teams that successfully deliver a holistic end-to-end experience for internal products. Effectively manage co-located and remote teams with multi-disciplinary skills and varying technical levels.

Citi, Senior Vice President, Irving, Texas

2014-2018

**Head of User Experience & Product Owner**, Wore several hats as Head of UX for internal Design Studio where I took on many roles such as UX SME, marketing/advertising, client relationship manager, people manager, project manager, sales and more. Played a key role in developing a brand and marketing strategy for our Digital Studio, including creating an identity, content strategy, and developing digital assets to establish the organization as a cutting-edge digital agency within the firm. Provided strategic support to management on UX and creative engagements. Developed highly competent teams that effectively executed UX vision for each project.

- **Guide the design of compelling and modern experiences** for a variety of global applications within the organization, such as tools for Citi Private Bank (IDEA), client relationship management (TTS CRM), enterprise supply chain (ESC Portal), enterprise access & entitlements (EERS), and procurement system (Procure-to-Pay).
- **Increase efficiency by initiating process improvements** for how we source & vet client projects, estimate new work and execute delivery, all throughout measuring the value of our engagements to satisfy senior management reporting. Educate management/clients and institute new practices, including design thinking, Lean UX and user research.
- **Own the vision of “Web Application Toolkit”**, Citi’s internal UI component library in an effort to help Citi developers better implement corporate branding and enhance front end design within enterprise applications. Guide user research to capture key data about the developer community to identify where we could fill a need with the Toolkit.

Citi, Vice President, Irving, Texas

2010–2014

**Lead UX Designer**, Lead small team of UX designers to support Chief Technology Office product and technology teams to enhance the user experience for their tools. Provide design expertise in a fast-paced environment with high ambiguity. Able to grow the team and introduce user research as a best practice and expand into true User Experience Design.

- **Guide the design of compelling and modern experiences** for a variety of global applications within the organization, such as tools for anti-money laundering / regulatory reporting (CitiKYC, Athena), password & account management (OneReset), requisition tools (Citi Marketplace), mobile apps (Citi Directory) and more.
- **Engage in all stages of product design** - from user research and requirements gathering, user interface design to development and usability testing.
- **Provide user experience, corporate branding and design consulting services** to a number of product teams within the organization. Process includes wireframing, task flow modeling, user interface design, usability testing and sitemap creation.

Ayoka Systems, Arlington, Texas

2006–2010

**Project Coordinator & Lead Designer**, Touched key aspects of the software life cycle including requirements gathering, wireframing, hi-fidelity mockups, front end development & integration, client management, project management as well as managing the company website.

- **Collaborate with clients** to gather and analyze user interface requirements in order to design and construct effective designs. Created design documents mapping out use cases, wireframes and acceptance criteria.
- **Convert Illustrator and Photoshop mockups** into front end code for PHP, ASP.NET, Ruby on Rails, and Groovy on Grails applications. Integrated code into backend systems.
- **Exposed to clients and domain knowledge across multiple industries.** Clients included UniFirst, SniderAdvisors, Dynamic Infusion Therapy (DIT). Industries included: manufacturing, financial, retail & ecommerce, medical, government, etc.

## EDUCATION, AFFILIATIONS & CONTINUING DEVELOPMENT COURSEWORK

University of Texas-Arlington, Arlington, TX, Class of 2006

Bachelors, Communication Technology, Minor In Advertising

Languages: English and Spanish