

# María Peña Sereno

UX Designer with strong skills in Research



I'm currently working as UX Lead for Avira Security at Gen Digital (formerly NortonLifeLock)

#### Contact

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Madrid, Spain

### **Education**

Masters degree in UX: Usability, Interaction Design and **User Experience** 

**UPF Barcelona School of Management** 

Grade 1,7 2019 - 2020

**Business Analytics** 

**Harvard Business School Online** 

May 2020

**UX** Certificate

Nielsen and Norman Group

2019

How to carry out a usability expert review

Udemy

2017

Bachelors Degree in Translation and Interpreting (English)

Universidad de Salamanca

June 2014

### Languages

**Spanish English** 

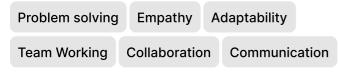
Full professional proficiency Native proficiency

German French

Professional proficiency Limited working proficiency

### Skills

### Soft



#### Hard



#### **Methods**

Design sprints Interviews Usability testing
Surveys Customers feedback Benchmarking
Tree tests Design thinking Card sorting
Competitor's research Content testing

### **About me**

I'm a UX Designer and Researcher with more than 7 years of experience in creating digital solutions. I have a passion for understanding users and helping them achieve goals. I am reliable, creative and have strong skills at problem solving.

## **Experience**



#### Gen™

Full-time • Remote

#### **UX Lead, Avira**

November 2022 - Present

NortonLifeLock and Avast have merged and are now Gen™.

- Redesign of Avira's main app using the company-wide design system.
- Created **templates and components** in Figma to define a concept for the new app. As a result main screens were standardised and consistent.
- Created wireframes and prototypes to validate designs with users through usability testing and interviews.
- Created benchmarking studies to assess the current usability and pain points of the app features, as a starting point for redesigning.



#### NortonLifeLock

Full-time • Remote

#### **UX Lead, Avira**

November 2021 - November 2022

Avira was acquired by NortonLifeLock in March 2021.

- Lead key initiatives to optimize the main conversion funnel of Avira Security.
- Moderated design sprints to come up with innovative solutions.
- Analyzed ongoing user feedback to identify problems in the app.
- Continuous improvement of the Windows app based on conversion and user experience data. App CSAT over 4.

#### **Senior UX Designer**

April 2021 - November 2022



Full-time • Tettnang, Germany

#### **Senior UX Designer**

May 2019 - April 2021

- As UX designer, created user flows and a design concept for an all-in-one app for Avira (20 million users) to accommodate for the new Prime business model. As a result, 80% of paying users would choose Prime. App CSAT over 4.
- Created **UX writing guidelines** for the brand including guidelines at design system component level.

#### **UX Writer & Localization Engineer**

May 2015 - May 2019

• In this role I transitioned from UX writing into a content design, user research and UX design.

#### **Translation Project Manager**

August 2014 - May 2015