








# 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

-  +34 690067176
-  mariapsereno@gmail.com
-  <https://mariapsereno.com>
-  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

<b>Spanish</b> Native proficiency	<b>English</b> Full professional proficiency
<b>German</b> Professional proficiency	<b>French</b> Limited working proficiency

## Skills

### Soft

- Problem solving
- Empathy
- Adaptability
- Team Working
- Collaboration
- Communication

### Hard

- UX Design
- Research
- IA
- Wireframing
- Prototyping
- Design System
- UI Design
- Accessibility
- Desktop design
- Web design
- Mobile Design

### 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



### Avira

Full-time • Tett nang, 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