

Iris Rabines

Senior UX/UI Professional

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Education

University of Miami

Bachelor of Fine Arts (BFA) in Graphic Design & Illustration with minor in Art History

Awarded Art Scholarship & Stanford Scholarship.
Transfer Advisor.. Dean's List.

Conferences

A List Apart. SXSW, Adobe MAX. HOW Interactive.
Usability Week NNG Group

Courses/Certificates

Harvard University: Exercising Leadership
Brainstation: Product Management
LinkedIn Learning: Multiple UX, Product, Management and Leadership courses.

Skills

Expertise

Design Thinking Workshops
UX Research
UI/UX design, Design Thinking
Wireframing
High Fidelity Designs
Prototyping
Information Architecture
App Design
Responsive Design
Agile Scrum Methodology
Creative Direction

Tools

Figma
Sketch
Zeplin
InvisionApp
Adobe Suite
Omnigraffle
Balsamic
Various transition & animation tools

Awards

CARNIVAL HUB APP | Best Ship App

Porthole Reader's Choice Awards

UVIDEOS | Best Online and Video App

Social TV Awards

WORLD CUP 2014 | Team of the Year

2014 Cynopsis Digital Model D Awards

HERALD GALERIA SECTION COVER

1st Place Outstanding Cover Page Design

National Association Of Hispanic Publications

Big/Mentor Volunteer - 2021 to Present

Big Brothers Big Sisters of America

Summary

Strategic senior leader with consistent success at delivering user-centered digital experiences for responsive web, apps and interactive digital displays. Built high performance teams and created a strong collaboration with stakeholders. Excellent leadership, management, planning, analytical, problem-solving, negotiation and interpersonal skills. Skilled in all facets of digital product development from research, sketching, wireframing, prototyping, user testing, and collaboration for implementation. Fully bilingual in English and Spanish.

Experience

Carnival Cruise Line

July 2016 - Present

Sr. Manager, User Experience (*July 2022 - Present*)

- Design digital experiences that reduces friction, drive revenue and significantly enhance the cruise vacation for 5+million guests and 36,000 team members.
- Lead UX design for experiences across the Guest Technology product suite, from the pre-cruise web experience to the onboard app, kiosks, tablets, large screens, and other digital guest facing experiences onboard.
- Work strategically with Executive, Engineering and Product Manager cross-functional partners to define and drive UX team objectives, gathering feedback from guests as well as team members shore side and shipboard helping to create innovative experiences for our business, products, crew, and guests.
- Present to stakeholders and senior management.
- Create and facilitate Design Thinking Workshops.
- Lead UX design for employee and crew facing experiences.
- Lead UX research efforts. Leveraging qualitative and quantitative research to inform and validate design decisions.
- Lead UX design recruiting efforts.
- Manage and work closely with a team of 5 UX designers and define clear roles and responsibilities for them.
- Promote UX team development by establishing objectives, providing feedback and supporting them to grow as professionals.
- Champion design-thinking and human centered design.

UX Manager (*November 2017 - June 2022*)

Contract UX Designer (*July 2016 - October 2017*)

Univision Interactive Media

2000 - 2016

Sr. Art Director of Digital Product (*2010 - 2016*)

- Led a high-performance team of 5 UX designers in the creation of award winning user-centered design solutions for Univision digital products.
- Led the redesign of Univision's responsive sites in the migration to a new CMS platform.
- Designed the high-trafficked Univision 2014 World Cup site that exceeded sales goals and earned various team awards.
- Provided creative direction for the launch of UVideos video site and apps that engaged users in consuming long form videos from Univision's shows and novelas.
- Redesigned Univision's 72 local radio and TV sites that resulted in higher Ad inventory, introduction of new local services, and robust radio streaming experiences.

Art Director of Digital Local Products (*2005 - 2009*)

Web Designer (*2000 - 2004*)

Miami Herald / El Nuevo Herald

Graphic Designer

1996 - 2000