

Iris Rabines

Senior UX/UI Professional

<http://www.irisrabines.com/>

irisrabines@gmail.com

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

Skills

Expertise

UX Research
User Testing
UI/UX design
User Flows
Wireframing
High Fidelity Designs
Prototyping
Information Architecture
App Design
Responsive Design
Digital Display Design
Lean UX
Agile Scrum Methodology
Design Thinking
Creative Direction

Tools

Sketch
Zeplin
InvisionApp
Craft
Stark
Sketch Mirror
Adobe Suite
Axure
Omnigraffle
Balsamic
Various transition & animation tools as needed
Always researching upcoming UX 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

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

UX Manager (November 2017 - Present)

- Designed and delivered digital experiences for the Carnival app, digital display screens and kiosks that improved the user experience for guests on-board Carnival ships.
- Prepared scripts and conducted user research with guests on-board Carnival ships to test new features at different stages of the product development process, including: high fidelity prototypes, builds and beta versions. Research included observing operations and talking to on-board staff for insights and impact on operations.
- Managed and mentored in-house and remote UX designers.

Contract UX Designer (July 2016 - October 2017)

- Designed the Shore Excursions feature in the Carnival Hub app which resulted in increased excursions sales within the first weeks of launch.
- Enhanced the social component of the Hub app to include ability to search and add on-board guests as friends and chat with them.
- Delivered complete experiences as wireframes for team discussions and as prototypes for user testing. Collaborated with developers and delivered complete assets via zeplin and sketch for iOS and Android.

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.
- Mentored junior UX designers in their career path and helped them transition from graphic design to UX design resulting in a talented strong UX design team.
- 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