VALERIA QUIROGA

Creative Design Lead & DesignOps Specialist | Behavioral Design & Product Strategy

Varese, Italy | valeria.quiroga@gmail.com | valeriaquiroga.com | linkedin.com/in/valeriaquirogaseniordesigner
EU Citizen | Available for Consulting, Freelance, Remote, Hybrid, or On-Site roles | Open to Relocation within Europe

PROFESSIONAL SUMMARY

Senior Design Strategist with 25 years of experience across UX/UI, brand identity, behavioral design, and DesignOps. Proven track record delivering enterprise-scale digital solutions impacting 60,000+ users, leading cross-functional teams, and building design capabilities from the ground up. Currently working independently, combining strategic design consulting with data-informed digital marketing and social media strategy.

CORE SKILLS

- **Strategy & Design Leadership:** DesignOps • Product Strategy • UX/UI Strategy • Behavioral Design • Service Design • Design Systems
- **Organizational & Delivery Management:** Stakeholder & Executive Alignment • Cross-functional Leadership • Vendor Management • Agile & PI Planning • Mentorship & Talent Development
- **Tools & Platforms:** Figma • Adobe CC • Miro • Mural • Azure DevOps • Sitecore • HTML/CSS • AI-assisted workflows

PROFESSIONAL EXPERIENCE

Independent Creative Consultant | 2025 – Present

• Leading digital transformation strategy for SMEs, from UX/UI audits and brand identity to social media strategy and performance analytics.
• Developing and executing organic content strategies. 5,000+ organic views per reel and above-average engagement within 30 days.
• Integrating AI-assisted workflows to improve digital performance and operational efficiency.

ExxonMobil | *Creative Design Lead* | *2019 – 2025*

• Delivered scalable digital solutions impacting 60,000+ users across 7 global business units, aligning with enterprise-wide design standards.
• Led end-to-end product lifecycle, aligning C-level stakeholders, PMs, architects, engineering teams, and external vendors.
• Founded and scaled BA Design Studio, reducing dependency on external agencies; led the Buenos Aires Design Community (15 to 250+ members), embedding structured mentorship and scalable design culture.
• Designed and launched "Design Sagas," a behavioral science-based gamified learning framework scaling design culture globally.
• Directed creative strategy for high-visibility corporate engagement initiatives (3,000+ attendees).

DL Consultores | *Senior UI/UX Web & Graphic Designer* | *2017 – 2019* | *Concurrent with Editorial Atlántida*

• Led end-to-end UX/UI projects for automotive and financial clients (Renault, Zurich, Acindar) as the sole designer within the consultancy.
• Partnered with PMs and engineering teams, conducting stakeholder interviews and on-site discovery sessions to translate needs into solutions.

Editorial Atlántida (Argentina's leading publisher) | *Head of Digital Art* | *2004 – 2019*

• Directed digital art across 25+ high-traffic media platforms, collaborating with cross-functional teams in design, marketing, content, and IT.
• Led multi-channel campaigns, branded interactive experiences, video and visual production.

Sira Música | *Creative Lead* | *2003 – 2019* | *Freelance parallel engagement throughout career*

• Directed end-to-end visual identity and experiential design for internationally touring shows across 4 continents, including arena and stadium productions, spanning stage environments, merchandising, digital platforms, and promotional assets.

EDUCATION & CERTIFICATIONS

- **Behavioral Design** | *Universidad de San Andrés (UdeSA) | 2024.*
- **Graphic Design Degree** | *University of Buenos Aires (FADU-UBA) | 2001 | (5-year program)*
- Others: **Verified Design Mentor**: *ADPList | 2025*, **Top 10% Learner Interaction Design Foundation** (IxDF) | *2024.*

LANGUAGES

- **English:** C1 (Fluent)
- **Italian:** Working proficiency
- **Spanish:** Native

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