Magaly Cardona

PRODUCT DESIGNER • WEB/MOBILE APPS

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rdona/

Dedicated problem-solver adept at navigating challenges for B2B and B2C SaaS products, particularly for startup and medium-sized businesses. Motivated by a desire to effect positive change through innovative design solutions, I am committed to making a difference in the world.

EXPERIENCE

Product Designer • Self-employed

AUG 2024 - PRESENT • Remote

- Led the end-to-end design, planning and strategy of a mobile native app for PieForce client, now launched on the app store. Event promoters can now easily track and understand data trends about their ticketing sales, revenue, growth and overall inventory.

  Outcome: Hugely reducing mistakes and scams that were happening with their tickets before and on the day of the scheduled event protecting the promoters revenue.

Product Designer • Nowsta, LLC

OCT 2021 - AUG 2023 • Brooklyn, NY (Hybrid)

- Strategically led and designed more than 35 features for Nowsta's workforce management web app and mobile products (phone & tablet), collaborated with other product designers, managers, engineering team and stakeholders.
- Analyzed customers needs and pain points and the environmental change that affected our clients' industry during and after the pandemic.
- Redesigned features that adapt to clients' growth including hiring workforce for their shifts, managing time & attendance for larger teams, and scheduling use cases.
- Boosted team efficiency by contributing to Nowsta's Design System, and design team processes and project approach.

UX & Web Designer • OSG Analytics

SEP 2020 - OCT 2021 - Remote

- Improved the user experience for OSG Analytics' digital solutions, ensuring a smooth client interaction with our SaaS/PaaS products.
- Partnered with Marketing to boost industry presence, and collaborated with Product Execs to enrich the CX and EX SaaS/PaaS platforms and websites.
- Led design sprints, user research, prototypes, testing, rebranding, UI/UX, CMS, and social media oversight.

SKILLS

User Experience Design

User Interface

User Research

Critical Thinking

Wireframing & Prototyping

Testing

Planning & Strategy

Communication Skills

Copywriting

Figma • Miro • FigJam

EDUCATION

UX Design Immersive
General Assembly, TX
2106 • Certificate

Graphic Design
Atlantic University College, Puerto Rico
2014 • Masters of Arts

Marketing
Interamerican University of PR - Metro
2012 • B.S. Business Administration

LANGUAGES

English
Spanish