

Verónica Cano

User Experience Consultant

I partner with senior leaders to design clear, intuitive interfaces and presentations that align with business goals. Skilled in turning ideas into wireframes, prototypes, and full interactive experiences grounded in user research.

EXPERIENCE

2023 to Present • User Experience Consultant

BlueStorm

Digital Agency
California, USA

Branding, Web Design, Data visualization

- Designed web and app interfaces from concept and wireframes to execution, balancing usability, aesthetics, and business goals.
- Led branding development, overseeing everything from visual identity to implementation.

2014 to 2022 • User Experience Consultant

Mars Petcare

for DBV Global | Internal Communications Consultancy
Tennessee, Denver, Singapore, London

UX/UI, Data visualization, Video production, Project Management

- Over 8+ years, I've helped Corporate Affairs tell powerful stories through dashboards, visuals, prototypes, and videos that built consensus, tracked KPIs, and aligned global campaigns.
- Designed a monthly financial report from the President to 20k+ employees and senior leaders
- Produced the President's annual video message for 4 consecutive years
- Built dashboards for global markets to drive data-informed decisions, Delivered reputation scans to support key acquisitions
- Launched a US intranet for news, events, and financial updates
- Drove team growth from APAC to Global HQ (twice promoted)
- Applied Agile and Lean with cross-industry teams

2015 to 2023 • User Experience Consultant

Resound, AllState, iRythm Zio, Aria Health

for Corvalius | User Experience Agency in Buenos Aires

UX/UI, User Research, Usability Testing, Customer Journeys, Prototypes

- Created low and high fidelity interactive Prototypes, Customer Journeys, User flows, conducted Interviews and organized User Tests, for a variety of medical and interactive devices.

2013 to 2014 • UX & UI Designer

Thomson Reuters, Intel, McAfee, Telefónica

for Keikendo | User Experience Agency in Buenos Aires

Agile, User Research, Prototypes, Usability Testing, Visual design,
Web and App development, Deliverable Presentations

- Designed all client-facing decks, reports, and user testing summaries
- Took part in 20+ user tests for multinational clients in Agile teams
- Mentored startups at Wayra (Telefónica) for 2 cycles, improving UX through hands-on research
- Co-created the branding for IXDA's Latin America Interaction 14 in Buenos Aires

in [linkedin.com/in/canoveronica](https://www.linkedin.com/in/canoveronica)

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Global UX Expertise • Executive Collaboration

20 years experience in Graphic Design

Visual Strategy • 10+ years in UX/UI

SKILLS

User Experience | Data visualization
Usability | Information Architecture
Interface Design | Customer Journeys
UX Research | Agile | Editorial Design
Internal Communications

InDesign, Photoshop, Illustrator, Premiere, XD
Figma, Axure, Invision, Trello, Slack
Google Docs, Microsoft Office

TEACHING EXPERIENCE

Usability, Accessibility & Web Architecture
Educación IT, Buenos Aires, Argentina, Aug 2014
12-hour course, divided into four classes

Introduction to Usability & UX Workshop
Universidad del Turabo, San Juan, P.R., Oct 2014
6-hour intensive workshop

EDUCATION

User Experience Certification, 2019
Nielsen/Norman Group, Vancouver, Canada

Presenting Data and Information, 2015
Edward Tufte, Washington D.C.

Specialization, Interface Design with
Accessibility & Usability Standards, 2013
Universidad Tecnológica de Buenos Aires, Argentina

HTML5 & CSS3, 2013
Eugenia Casabona, Buenos Aires, Argentina

Introduction to UX, Interaction & UI, 2012
Santiago Bustelo, Buenos Aires, Argentina

Bachelor, Fine Arts, Digital Media, 2005
Escuela de Artes Plásticas, San Juan, Puerto Rico
Valedictorian, Magna Cum Laude

LANGUAGES

Native Spanish & English speaker