

# Verónica Cano-Agosto

User Experience Design Lead

Experience & Systems Design Strategist with over 20 years of multidisciplinary experience spanning UX Strategy, Brand Systems, Spatial Design, and Information Visualization. With a foundation in Usability and Information Design, I translate complex Organizational, Digital, and Data Ecosystems into Cohesive, Scalable, Human-Centered Frameworks aligned with Executive Vision across diverse cultural and market contexts.

Trusted partner to Executive and Communications Leadership, leading Global Communication Design Initiatives, Editorial and Data Reporting Systems, Digital Product Architecture, and Integrated Multi-Brand Ecosystems across Regional and International Markets.

## EXPERIENCE

2023 to Present

### DarkStar VC, BestFriendAI App

for BlueStorm Creative Studio - California

#### User Experience Manager

- Led the User Experience Strategy, Information Architecture, and Brand Design for an AI bots marketplace app, defining interaction flows, user profiles, and scalable design systems including an interactive Figma Prototype.
- Directed and maintained the branding strategy, visual tone, and marketing materials for a portfolio of six restaurants and a yoga studio, developing distinctive visual identities, communication assets, websites, video editing, signage, and integrated online and offline campaigns.
- Designed interior environments and spatial experiences for two restaurants, including landscape and garden flow, applying principles of environmental design, spatial hierarchy, and user journey mapping to physical spaces.

2014 to 2022

### Mars Petcare - Nashville | London | Singapore

for DBV Global Strategic Communications Consultancy - Nashville

#### User Experience Consultant & Researcher

- Partnered with Corporate Affairs leadership for 8+ years to design dashboards, executive presentations, data visualizations, prototypes, and video content that built consensus, tracked KPIs, and communicated global campaigns effectively.
- Designed and developed a monthly financial report supporting internal communications and change management, delivered from the President to the Top 100 senior leaders and a global employee population of ~20,000.
- As part of a consulting team supporting the Senior Communications Leadership, contributed to the progressive promotion to a larger commercial market and ultimately to global headquarters.
- Produced the President's annual video message for four consecutive years, translating strategic priorities into clear and engaging visual narratives.
- Created performance dashboards for global markets, enabling stakeholders to make informed, data-driven decisions.
- Designed and developed a U.S.-based intranet platform to communicate events, news, and financial updates, successfully adopted company-wide for over one year.
- Conducted reputation-focused social media analysis to support acquisition communications and stakeholder alignment.
- Introduced and implemented Agile and Lean methodologies with cross-functional teams outside the technology sector to improve workflow efficiency and collaboration.

2015 to 2023

### Resound, AllState, iRythm, Aria Health

for Corvalius User Experience Agency - Buenos Aires

#### User Experience Consultant & Researcher

- Created low- and high-fidelity interactive prototypes, customer journeys, and user flows; conducted user interviews and organized usability testing for a range of medical and interactive devices.
- Collaborated with cross-functional teams (engineering, product, and clinical stakeholders) to translate research insights into validated design solutions, ensuring usability, regulatory alignment, and seamless end-to-end user experiences.

2014 to 2023

### Thomson Reuters, Intel, McAfee, Telefónica, iXDA

for Keikendo User Experience Agency - Buenos Aires

#### User Experience Designer

- Designed all agency presentations, reports, and user-testing deliverables, ensuring consistent application of the company's visual identity across client materials.
- Developed and designed brand guidelines for Thomson Reuters Argentina's online book store, adapting the global design system and information architecture to the Argentinian market, including a cart structure supporting international shipping.
- Conducted and supported 20+ user tests and research activities for multinational clients within Agile project teams.
- Part of the UX Mentorship Team for Wayra, Telefónica's startup accelerator, guiding product teams in improving digital experiences through usability testing, research methods and Agile Methodologies.
- Lead designer for the brand development of iXDA's LatAm Interaction '14 conference, the biggest UI and UX conference of Latin America.

2010 to 2013

### Vale Argentina, Mars Petcare, Brinks, Citroen Peugeot, Avery Dennison

for Oxean CI Internal Communications Agency Buenos Aires

#### Lead Visual Designer - Mining Infrastructure Project, Argentina

- Led visual design for a large-scale mining infrastructure project, including branding and environmental signage for a train system, airport facilities, industrial kitchens, and residential compounds housing 3,000 workers.
- Developed brand identity and visual materials for main offices, marketing campaigns, infographics, a guided tour app, and a monthly magazine.
- Managed external photography and illustration vendors, ensuring visual consistency across all deliverables.

#### Lead Visual Designer — Global Client Portfolio

- Designed brand identity systems, communication materials, campaigns, signage, web and advertising assets for multiple international clients.
- Ensured cohesive visual storytelling across print and digital platforms.

VC-UX.CO

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## EXPERTISE

- UX Experience Design & Leadership
- Dashboard & Data Reporting Systems
- Data Visualization & Information Design
- Executive Alignment & Cross-Cultural Facilitation
- Information Architecture
- Usability Research & Testing
- Interface & Interaction Design
- Brand Systems & Visual Identity
- Spatial & Environmental Experience Design
- Customer Journey Mapping

## METHODOLOGIES

- Human-Centered Design
- Agile & Lean Practices
- Design Systems Development
- Cross-Functional Stakeholder Alignment

## TOOLS

- Design & Prototyping**  
Figma, Adobe XD, Axure, InVision, Canva
- Visual & Production**  
Adobe InDesign, Illustrator, Photoshop, Premiere
- Collaboration & Workflow**  
Trello, Slack
- Productivity & Reporting**  
Google Workspace, Microsoft Office

## TEACHING EXPERIENCE

**Usability, Accessibility & Web Architecture Course**  
EducaciónIT,  
Buenos Aires, Argentina, 2014

**Introduction to Usability & UX Workshop**  
Universidad del Turabo,  
San Juan, Puerto Rico, 2014

## EDUCATION

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

## PROFESSIONAL CERTIFICATIONS

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

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

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

**HTML5 & CSS3 Certification, 2013**  
Universidad Tecnológica de  
Buenos Aires, Argentina

**Introduction to UX, Interaction & Interfaces, 2012**  
Centro Cultural San Martín  
Buenos Aires, Argentina

## LANGUAGES

**English & Spanish**  
Native

**Thai & Japanese**  
Reading/Writing/Speaking:  
B1 (Intermediate)

## SELECTED COLLABORATIONS

MARS  
Petcare

intel.

Telefónica

THOMSON REUTERS

Allstate

McAfee

ZIO  
BY JRHYTHM

ReSound

aria Health  
A ResMed company

VALE

VC-UX.CO

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