



# Enrique Garcia

**Global UX Designer**  
**AI & Data Product Strategy**  
**User Research in Motion**

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[Linkedin Profile](#)

*UX/UI designer with 5+ years of experience designing user-centered digital solutions for global markets. Led design at DXC Technology/Luxoft Germany, improving system efficiency and usability by 20%. Spearheaded usability testing using Figma, achieving an average user satisfaction rating of 4.5 out of 5. Recognized for outstanding contributions with a performance bonus within the first 6 months of the Tata project.*

## Education

### Artificial Intelligent Engineering Bootcamp

Institution: Ironhack Berlin

Year of Graduation: 2025

### Animation, Motion & Prototyping mit Figma

Institution: Cimdata Berlin

Year of Graduation: 2024

### UI Design skills with AI

Institution: Ironhack Berlin

Year of Graduation: 2024

### UX/UI Design Bootcamp

Institution: Ironhack Berlin

Year of Graduation: 2021

### Webdesign Diploma

Institution: SAE Institute Berlin

Year of Graduation: 2016

## Work Experience

### UX Designer

DXC Technologies / Luxoft Germany

March 2022 to March 2024 (2 years)

- Led design efforts across EMEA, AMER, and APAC for Tata Motors and VinFast, impacting 20% of global users and contributing to a 30% increase in system efficiency and vehicle sales.
- Designed comprehensive wireframes and prototypes to optimize user workflows, resulting in a 15% increase in user satisfaction scores.
- Collaborated with software development teams to implement user-centered designs that improved product usability by 20%.
- Acknowledged for significant impact on in-vehicle information systems, leading to a performance bonus in Q3 2022.

## Webdesign & UX/UI Designer

↳ *UX/UI Designer (2020-2022)*

↳ *Webdesign Designer (2018-2020)*

### Freelance

- Revamped web platforms for 10+ small to medium-sized businesses, directly increasing client website traffic by 30% through implementation of SEO best practices and conversion rate optimization strategies.
- Piloted a feedback loop program for 10+ clients, integrating user insights into iterative design refinements, generating 30% higher customer retention rates and satisfaction levels company-wide.
- Implemented A/B testing across three different global markets to optimize placement of in-vehicle controls, increasing user task completion rates by 12% while driving adoption.

## Customer Specialist

Booking.com

*June 2016 to August 2020 (4 years, 2 months)*

- Spearheaded a user feedback initiative by analyzing over 1,000 customer support tickets to uncover the top sources of user frustration, directly informing key design decisions.
- Developed comprehensive training manuals and interactive modules that accelerated new hire proficiency by addressing the root causes of slow onboarding.
- Enhanced the user onboarding experience by creating interactive tutorials and contextual help features, reducing the user churn rate by 15% within the first month of implementation.

## Technical Skills

- **Figma, Adobe XD, Sketch:** Strong focus on Figma for Prototypes, Component libraries, and collaborative workflows.
- **UX Research & Testing:** User Interviews, Usability Testing, Heuristic Evaluation, Surveys, Card Sorting, Empathy Maps, etc.
- **AI Engineering:** Python (basic syntax, data manipulation), SQL (data queries), Data Visualization (Matplotlib, Pandas), Introduction to Machine Learning & Recommender Systems.
- **Web Fundamentals:** HTML5, CSS3, Responsive Design, Accessibility (WCAG Basics), UX Writing for interfaces.
- **Prototyping Tools:** Axure RP, InVision, Marvel, Figma, Adobe XD, Sketch, Wireframing, Mockups.

## Languages

**English (C1) | German (C1) | Spanish (Native)**