



Enrique Garcia

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

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[Linkedin Profile](#)

UX designer with 4 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%. Skilled in user interviews, surveys, competitor analysis, and iterative prototyping. Currently working as a freelance researcher and designer on digital platforms and conversational AI, while combining UX methodologies with ongoing Psychology studies at UNED Madrid.

Work Experience

UX/UI Designer, Webdesigner, AI Specialist Freelance

EAGB Design

(2018 – Present)

- Psychology Website & Chatbot – Dra. Alejandra Roncancio: Conducted user interviews with therapy clients to identify key needs, informing the website's final design and the structure of the chatbot's information flow.
- Chatbot Project – PhilHugo: Created conversation flows and UX design for a coaching platform, focusing on natural user interaction and engagement.
- Revamped websites for 10+ small businesses, increasing traffic by 30% through research-driven redesigns and SEO improvements.
- Applied qualitative and quantitative UX methodologies, including user interviews, stakeholder workshops, empathy mapping, and affinity diagramming, to inform website redesigns.

UX Designer / UX Researcher

DXC Technologies / Luxoft Germany

March 2022 to March 2024 (2 years)

- Led UX design and user research across **EMEA, AMER, and APAC** for **Tata Motors, Ford, VinFast, and Royal Enfield**, conducting user interviews and usability testing to enhance in-vehicle systems.
- Delivered wireframes and prototypes informed by research insights, improving usability by 20% and increasing user satisfaction by 15%.
- Collaborated with developers and stakeholders in multi-regional teams, ensuring design alignment with user needs across continents.
- Recognized with a performance bonus for significant contributions during stakeholder workshops with Tata Motors.

Customer Specialist

Booking.com

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

- Engaged daily with users across multiple markets, identifying recurring pain points and uncovering insights that later informed UX improvements.
- Spearheaded a feedback initiative analyzing 1,000+ customer support cases, translating frontline user frustrations into actionable design recommendations.
- Collaborated with the UX team to create interactive tutorials and contextual help features, reducing churn by 15% in the first month of implementation.
- Designed training materials to address onboarding challenges, directly improving both user and employee experience.

Education

- **Psychology Studies** – UNED Madrid *Distance University*, Spain, (Ongoing)
- **Artificial Intelligence Engineering Bootcamp** – Ironhack Berlin, 2025
- **Animation, Motion & Prototyping** with Figma – Cimdada Berlin, 2024
- **UI Design with AI** – Ironhack Berlin, 2024
- **UX/UI Design Bootcamp** – Ironhack Berlin, 2021
- **Web Design Diploma** – SAE Institute Berlin, 2016
- **Architecture Degree** – Universidad Central de Venezuela, 2006

Technical Skills

- **Figma, Adobe XD, Sketch:** Strong focus on Figma for Prototypes, Component libraries, and collaborative workflows.
- **UX Research & Methodologies:** 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)