

Ana Lara

Sr. Manager, Product Design

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PROFESSIONAL SUMMARY

Award-winning UX leader with over 13 years of experience across B2C and B2B sectors, specializing in e-commerce, AI, app development, SaaS, healthcare, and service design. With a proven track record of leading complex projects and securing 13+ awards in UX design, committed to developing talent and transforming complex challenges into intuitive, business-driving solutions.

SKILLS

Cross-functional leadership	Data-Driven Led Designs	Innovation	Design Thinking	Adobe Creative Suite
Business Impact	Strategic Risk-Taking	Storytelling	Figma	iOS/Android guidelines

WORK EXPERIENCE

Sr. Manager, Product Design | Cisco, Remote (Austin, TX)

Sep 2022 – Present

- Drove a transformative complex Commerce B2B project to full-scale production, resulting in a 25% increase in user satisfaction.
- Achieved a 55% reduction in time on task compared to legacy tools by redesigning the complex system into a cutting-edge design solution.
- Led a team to become the first in the organization with AI certification, positioning them as innovation leaders and applying AI-driven technologies.
- Scaled leadership across 30+ teams, fostering collaboration and delivering high-impact UX initiatives. Streamlined workflows, built strong alliances, and drove significant business outcomes.
- Achieved top 25% quarterly employee survey scores, reflecting the trust built through effective leadership.

Leader, Product Design | Cisco, Remote (Austin, TX)

Aug 2021 – Sep 2022

- Led the strategic vision of a high-priority customer experience app, resulting in an 18% increase in user engagement within the first three months.
- Pioneered a user-centered framework for the app, adopted as an organizational model, by aligning the team through data-driven insights to develop a user-focused MVP.
- Shaped the product roadmap by aligning priorities and KPIs with development and product leaders, ensuring the UX framework balanced user needs with business goals.

Manager, User Experience | T-Mobile, Seattle, WA

Feb 2021 – August 2021

- Led a team of UX Strategists responsible for over 10 digital products, driving a 15% increase in user satisfaction across multiple brands, including Sprint, Metro, and Home Internet.
- Reduced Sprint's churn by 350k lines by unifying the experience vision and optimizing journeys through data-driven insights and service blueprints.

WORK EXPERIENCE CONTINUED

Principal Experience Strategy Manager | T-Mobile, Seattle, WA

Mar 2019 – Feb 2021

- Grew T-Mobile loyalty App monthly active users from 5M to 10M by evolving the team to be data-driven and experience-led.
- Led the app to win 11 W3 awards, including Best UX and User Interface, through strategic leadership.
- Elevated T-Mobile's flagship app to a top company priority, launching the first App Playbook to unify the ecosystem through strategic vision and scalability.

Principal User Experience Designer | T-Mobile, Seattle, WA

Aug 2017 – Mar 2020

- Awarded the highest company honor, PEAK recognition, as part of the top 1%.
- Increased the T-Mobile loyalty app rating from 3.2 to 4.8 stars on the App Store over two years.
- Pioneered Design Thinking adoption, launching the first workshops in the organization.
- Redesigned app to increase scroll rate by 13%, clicks, claims, and redemptions by 8%, time spent by 30 seconds, and feature engagement by 22%.

Senior Mobile UX Designer | T-Mobile, Seattle, WA

Oct 2015 – Aug 2017

UX Designer II | iLink Digital, Seattle, WA

Oct 2012 – Oct 2015

EDUCATION

AI For Everyone DeepLearning.AI	Online 2024
UX Metrics and ROI Nielsen Norman Group	Online 2022
Designing Strategy IDEO	Online 2021
Bachelor’s Degree in Industrial Design	Iberoamericana University /College, Mexico City

AWARDS & ACHIEVEMENTS

Conference Speaker Savvy UX Summit	Online, 2022
W3 Awards 11 Categories, (Gold & Silver awards)	Bellevue 2020
PEAK T-Mobile Top 1% company recognition	Bellevue 2019