

# Valeria Quiroga

## Senior Designer | Product, Brand & Digital Experiences

Varese, Italy | [valeria.quiroga@gmail.com](mailto:valeria.quiroga@gmail.com) | Portfolio: [valeriaquiroga.com](http://valeriaquiroga.com) | [linkedin.com/in/valeriaquirogaseniordesigner](https://linkedin.com/in/valeriaquirogaseniordesigner)  
EU Citizen | Open to Remote, Hybrid, On-site, and Relocation within Europe

### PROFESSIONAL SUMMARY

Designer with 25 years of experience creating products, services, brands, and digital experiences across a wide range of industries and organizational contexts. Comfortable working from strategy to execution, adapting to the needs of each project, team, and business challenge.

### CORE SKILLS

**Strategy & Design Leadership:** DesignOps • Product Strategy • UX/UI Strategy • Behavioral Design • Service Design • Design Systems

**Organizational & Delivery Management:** Stakeholder & Executive Alignment • Cross-functional Leadership • Vendor Management • Agile & PI Planning • Mentorship & Talent Development

**Tools & Platforms:** Figma • Adobe CC • Miro • Mural • Azure DevOps • Sitecore • HTML/CSS • AI-assisted research & workflows

### PROFESSIONAL EXPERIENCE

#### Independent Creative Consultant | 2025 – Present

- Leading UX/UI audits, brand identity projects, and digital strategy consulting for SMEs and brands globally, integrating AI-assisted workflows.
- Developing and executing organic content strategies with measurable audience growth and above-average engagement rates.

#### ExxonMobil | Creative Design Lead | 2019 – 2025

- Delivered scalable multi-role digital platforms and communication systems impacting 60,000+ users across 7 global business units.
- Led end-to-end product lifecycle, aligning C-level stakeholders, PMs, architects, dev teams, and vendors including Deloitte and ServiceNow.
- Founded BA Design Studio, mobilized 30+ contributors, scaled the Buenos Aires Design Community from 15 to 250+, and supported design standards and talent development across the organization.
- Designed and launched Design Sagas, a behavioral science-based gamified learning framework piloted to scale design capability and engagement.
- Created 20+ visual identities for internal teams, from brand-compliant execution to new identity creation, alongside executive presentations and strategic communications for VP-level stakeholders and global forums.
- Produced full experiential design for a 3-day internal Career Fair with 1,500+ attendees, directing an external agency and coordinating banners, stands, merchandising, interactive games, and videos.

#### DL Consultores | Senior UI/UX Web & Graphic Designer | 2017 – 2019 | Concurrent with Editorial Atlántida

- Led end-to-end UX/UI projects for major clients (Renault, Molinos, Zurich, Acindar) as sole designer, conducting stakeholder interviews and delivering HTML/CSS production-ready interfaces directly to development teams.

#### Editorial Atlántida (Argentina's leading publisher) | Head of Digital Art | 2004 – 2019

- Directed digital art across 25+ high-traffic media platforms, collaborating with cross-functional teams in design, marketing, content, and IT.
- Led multi-channel campaigns, branded interactive experiences, video and visual production.

#### Sira Música | Creative Lead | 2003 – 2019 | Freelance parallel engagement throughout career

- Directed end-to-end visual identity and experiential design for internationally touring shows across 4 continents, including arena and stadium productions, spanning stage environments, merchandising, digital platforms, and promotional assets.

### EDUCATION & CERTIFICATIONS

**Behavioral Design Certificate** | Universidad de San Andrés (UdeSA) | 2024.

**Graphic Design Degree (5-year program)** | University of Buenos Aires (FADU-UBA) | 2001

Others: **Verified Design Mentor:** ADPList | 2025, Top 10% Learner **Interaction Design Foundation (IXDF)** | 2024.

### LANGUAGES

**English:** Fluent (C1)

**Italian:** Working proficiency

**Spanish:** Native