

VALERIA QUIROGA

Creative Design Lead & DesignOps Specialist | Behavioral Design & Product Strategy

Varese, Italy | valeria.quiroga@gmail.com | valeriaquiroga.com | linkedin.com/in/valeriaquirogaseniordesigner

Work Status: EU Citizen | Available for Remote & Freelance, Hybrid, or On-Site roles | Open to Relocation within Europe.

PROFESSIONAL SUMMARY

Senior Design Strategist with 25 years of experience across UX/UI, brand identity, behavioral design, and DesignOps. Proven track record delivering enterprise-scale digital solutions impacting 60,000+ users, leading cross-functional teams, and building design capabilities from the ground up. Currently working independently, combining strategic design consulting with data-informed digital marketing and social media strategy.

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 workflows

PROFESSIONAL EXPERIENCE

Independent Creative Consultant | 2025 – Present

- Advising SMEs on digital transformation, product strategy, brand positioning (UX/UI audits to social media strategy and performance analytics).
- Developing and executing organic content strategies achieving 5,000+ organic views per reel and consistent above-average engagement within the first 30 days. Integrating AI-assisted workflows to improve digital performance and operational efficiency.

ExxonMobil | Creative Design Lead | 2019 – 2025

- Delivered scalable digital solutions impacting 60,000+ users across 7 global business units, aligning with enterprise-wide design standards.
- Led end-to-end product lifecycle, aligning C-level stakeholders, PMs, architects, engineering teams, and external vendors.
- Founded and scaled BA Design Studio, reducing dependency on external agencies; led the Buenos Aires Design Community (15 to 300+ members), embedding structured mentorship and scalable design culture.
- Designed and launched "Design Sagas," a behavioral science-based gamified learning framework scaling design culture globally.
- Directed creative strategy for high-visibility corporate engagement initiatives (3,000+ attendees).

DL Consultores | Senior UI/UX Web & Graphic Designer | 2017 – 2019

- Led end-to-end UX/UI projects for automotive and financial clients (Renault, Zurich, Acindar) as the sole designer within the consultancy.
- Collaborated directly with PMs and engineering teams, conducting stakeholder interviews and on-site discovery sessions.

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

- Contributed to the digital transformation across 25+ high-traffic media platforms, managing cross-functional teams (design, content, IT).
- Directed 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 international music tours including major arena shows (Luna Park), spanning stage environments, merchandising, digital platforms, and promotional assets.

EDUCATION & CERTIFICATIONS

- **Behavioral Design** | Universidad de San Andrés (UdeSA) | 2024.
- **Bachelor's Degree in Graphic Design** | University of Buenos Aires (FADU-UBA) | 2001.
- Others: **Verified Design Mentor: ADPList** | 2025, **Top 10% Learner Interaction Design Foundation (IxDF)** | 2024.

LANGUAGES

- **English:** C1 (Fluent)
- **Italian:** Intermediate
- **Spanish:** Native