

# Tamara Natacha Lopez Breit

Sr. User Experience Researcher

Argentinian, living in Berlin

lopezbreit (at) gmail (dot) com

linkedin/lopezbreit

lopezbreit.com

## WORKING EXPERIENCE

**GetYourGuide**  
2017 – Present

**Sr. UX Researcher**  
GetYourGuide is a booking platform for tours and activities, offering a travel experiences through their global supplier network.

Responsibilities:

- First member of Research Team. Establish processes and advocate for user research in the company.
- Communicate insights that inform decisions and inspire change. I create newsletters, expos, written, in-person and visual presentations on findings.
- Conduct evaluative research to optimise the experience of new and existing features/products. And generative research to answer high-level questions that feed the strategy.

Methods like in-depth interviews, usability testing, card sorting, surveys.

- Collaborate with product team and other areas to identify research opportunities and determine research methods.
- Established a training program on evaluative research methods to support colleagues. Developed templates and guidelines to facilitate autonomy and growth.
- Hiring plan for the research team. Participation in recruiting for other positions in the company.

**Multiple**  
2015 – 2017  
(2 years  
3 months)

**UX Consultant (freelance)**

- **Design Researcher at INSITUM Argentina**  
INSITUM is a consultancy that helps organisations ideate, envision, and define solutions that have a positive impact on society.  
Responsibilities: Conducted semi-structured interviews, contextual field visits, usability studies and co-creation workshops.
- **Usability Consultant at Junar**  
A cloud-based open data platform allowing businesses to free their data. Founded in Argentina – Chile in 2010. Funding < \$1.24M.  
Responsibilities: Introduced team to evaluative research. Planned, recruited and conducted remote moderated usability studies. Created reports, wireframes, mock ups and UI guidelines. Supported developers/designers through redesign implementation.
- **UX Consultant, Fleet routing start up.**  
Founded in 2015. Funding: seed \$300.000 Location: Chile  
Responsibilities: Performed heuristic analysis, made recommendations and introduced personas and tasks oriented design. Redesigned components according to usability improvements for some critical user journeys.
- **Design Researcher, Conrad Caine GmbH (Possible),**  
A global digital agency that offers clients digital strategy, performance marketing, and creative design. Locations: Buenos Aires, Munich  
Responsibilities: Developed wireframes for mobile & desktop products for pitches, workshops and presentations. Created landing pages and sites templates optimised for conversion. Worked close to a great group of designers providing input and training. Introduced the design team to Kanban, usability and project managers to Agile methodologies.

## EDUCATION

**BA in Graphic Design**  
Universidad de Buenos Aires,  
2007

## COURSES

**Experto Universitario en Accesibilidad y Usabilidad (Incompleto),**  
Universidad Tecnológica Nacional, 2013

**Project Management Institute (PMI®) certification training course,**  
ORT Argentina, 2009

**Front End Web Development,** 2014

**Introduction to NLP (Neuro Linguistic Programming)**  
Universidad de Buenos Aires, 2014

**ABC Chef**  
Instituto Gastronómico Internacional, 2013

## LANGUAGES

**English**  
Full professional proficiency / CEFR C1  
IELTS, 2016  
Advanced in English Lyceum of British Culture Argentina

**Portuguese**  
Limited working proficiency / CEFR B2  
CELPE-Bras, 2012

**German**  
Elementary proficiency / CEFR A1  
Goethe-Zertifikat A1, 2009

## VOLUNTEER

**IxDA Argentina (Interaction Design Association),** 2013, 2014

- Universidad de Palermo  
2013 – Jul 2015  
(2 years 5 months)

**Lecturer in User Experience**  
Regular courses:  
– El equipo de 1 diseñador UX (The UX team of One), 2015  
– Comunicación Interactiva III (Interactive communication III), 2014  
– Introducción al Lenguaje Visual (Introduction to visual language), 2013
- Keikendo.com  
2013 – 2014  
(2 years)

**Project Management & IxD**  
Keikendo was a user-centered consultancy in Buenos Aires, Argentina. (Keikendo operated until 2014).

**Responsibilities:** Created detailed project schedules for clients and internal calendars, assigning hours to tasks and tasks to team members. Identified and communicated project issues/risks, recommended solutions and worked with partners to implement them.  
Designed interactive experiences in collaboration with multidisciplinary teams and iterated based on business requirements and user-centered design principles. Designed, refined and created low-medium fidelity prototypes for websites, apps, services and occasional marketing/promotion. Strategized, designed and conducted moderated usability testing.

**Clients:** Drean, INTEL, Telefónica, Thomson Reuters, Wayra.
- We have method  
2013 – 2013  
(2 years 10 months)

**Project Management & Usability**  
Founded a UX digital consultancy agency based in Buenos Aires.

**Responsibilities:** Identified strengths and weaknesses and recommended necessary fixes for its improvement. Worked as the team member for companies. Provided edge case designs and interactive specifications to different teams. Maintained close client communication while working on multiple ongoing projects.
- 451.com–GREY Interactive  
2010 – Feb 2011  
(1 year 2 months)

**Project Manager**  
Digital design agency focused on media.

**Responsibilities:** Day to day management of designers and developers. Managing project schedules ensuring the timeliness and quality of projects, collecting assets from various departments, managing freelancers, performing quality assurance. Delivered: Project plans, Heuristic analysis, Content audits, User flows, Decision trees, Usability recommendations.

**Clients:** AVINA foundation, VISA Argentina, Grupo Sancor Seguros, QBE Group.(Arg, Mex, Col, Brasil ) CARSA Megatone, Cadena Capriles (classifieds), Procter & Gamble (Pringles, Pantene), GSK (Hinds, Buscapina) Cablevisión, Artear.
- Iconosur  
2006 –2009  
(3 years 3 months)

**Project Leader & IxD**  
Iconosur is an agency focused on digital media and content marketing.

2007 – 2008 Team Lead  
2006– 2007 Designer
- Cubecorp  
2006

**Customer Service Agent**

## SEMINARS at Universidad de Palermo

Executive program: “Experiencia de usuario, Módulo: Diseño de interacción” (User Experience, interaction design module), 2015  
Executive program: “Caso de estudio: e-commerce LatAm” (Case study presentation: e-commerce LatAm), 2014  
Master program: “Introducción a UX” (Introduction to UX), 2013  
Open seminar “Curiosidad y empatía, pensar con la cabeza de otros” (Curiosity and empathy, thinking with others head), 2013

## HONORS AND AWARDS

Autisms Connects Core77 Design Arena award for idea  
“Communicating through Music” co-creation awarded with the Second Place.

Literature Contest Fundacion Roberto Noble CAIEP-ADEEPPRA awarded for Science Fiction Story, Third Place.

## INTERESTS

Food  
Water  
Education  
Clean energy  
Robotics