

Maximiliano Cabrera

UX Researcher, Writer and Designer

<https://maxicabrera.com>

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About

I'm a researcher, designer, and writer with focus on emotional design. I've carried a passion for behavioral psychology and guidance throughout all my roles, sharing best practices in workshops and writings. When I'm not behind a screen you can find me in the nearest beach reading a Bukowski book.

Experience

Lead UX Designer at Blexr

2020 – Present

- UX leader for finance team
- Lead user Research
- Creation of UX research repository
- Foundation of design systems
- Foundation of UX writing

UX Research manager at maxicabrera

2015 – Present | 6 years

Co-founder of an agency dedicated to build user-centered designs with cutting-edge technology to create products that impact people.

- UX Research
- UI & Interaction design
- UX writing
- Creative front-end

UX manager at Model Management

2018 – 2019 | 1 year

Foundation and evangelization of UX values into the company culture. We obtain an increase of 200k new users in 6 months.

- App design for iOS & android
- Branding
- UX Research
- Workshop facilitation
- Design system foundation

Senior UX research at Lemmonet

2016 – 2018 | 2 years

We launched an exciting new platform for media influencers that allow the company to an expansion of their activity to South America, Europe, and Asia.

- UX Research lead
- App design for iOS & android
- UX Research
- Workshop facilitation

Senior UX research at Softek

2013 – 2016 | 3 years

I worked alongside Zurich insurance group and YPF.

- Strategy and implementation of a new information architecture for LatAm
- Workshop and evangelization of Information architecture and design principles
- UX lead in Argentina, Chile and Brasil

Skills

- Research
- Storytelling
- Content strategy
- Behavioral psychology
- Creative Frontend

Social profile

- Portfolio - <https://maxicabrera.com>
- Publications - <https://maxicabrera.medium.com>
- LinkedIn - <https://www.linkedin.com/in/maximiliano-cabrera/>