



Fred Sosa

UX Strategist & Team Builder

ABOUT ME

In the past decade, I have contributed to the success of several companies from startups to big corporations, by designing user-friendly products that have improved the lives of millions of users.

RECENT EXPERIENCE

UX Manager

PepsiCo

June 2023 - Present, Remote

I am spearheading the design process for PepsiCo's Marketing Automation Platform. I am actively engaged in team development.

Director of Product Design

SpotOn

December 2018 - February 2023, Chicago

I've led SpotOn's design organization, setting guidelines and systems for a suite of 12+ enterprise products. Under my direction, the design team grew from 3 to 30+ across the US, Mexico, and Poland, achieving seamless collaboration and exceptional design outcomes.

Senior UX Designer

BBVA

May - September 2018, Mexico City

Enhanced a series of flows to optimize the ATM experience, conducting comprehensive usability testing. Gained insights into growth potential, scalability, and internal process refinement.

UX Architect

Aquent - Grainger

May 2017 - May 2018, Chicago

As an Aquent consultant for Grainger's B2B platform focusing on industrial supplies, I assumed responsibility for the information architecture of both the Canadian and Mexican sectors.

CONTACT

uxfredysosa.com

[linkedin.com/fredysosa](https://www.linkedin.com/fredysosa)

contact@uxfredysosa.com

+1 530 2706998

INDUSTRY EXPERIENCE

SaaS, E-commerce (B2B, B2C), Enterprise, Fintech, Education, Restaurants, POS, Payments, Banking & Assets Management.

TOOLS & TECHNOLOGIES

Figma, Sketch, Adobe Suite, Axure, Principle, Protopie, Framer, Invision, Confluence, FullStory, Maze, G Analytics...

TOP SKILLS

User Research, Visual Design, Interaction Design, Wireframing, Design Systems, Prototyping, Branding.

EDUCATION

Bachelor's Degree in Communications and Media
2013

LANGUAGES

Spanish (Native)
English (Professional)