

JOSUÉ AYALA

Senior Experience Designer

Product design · Business strategy · Customer experience

CONTACT

josue.ayala@gmail.com

Villa Nueva, Guatemala

linkedin.com/in/josueayala

TOOLS & TECHNOLOGY

AI tools

Cursor · Claude · ChatGPT
Gemini

Design & prototyping

Figma · Adobe XD · Sketch

Visual & motion

Photoshop · Illustrator
After Effects

Web & development

WordPress · HTML · CSS
Android Studio · Git

Platforms & delivery

Android · iOS · Scrum

LANGUAGES

Spanish

Native

English

Professional working proficiency
Duolingo: 115 / B2

PROFILE

For **more than 20 years**, I've been exploring how people connect with products and services — from the digital screen to physical experiences. Along the way, I've interviewed users in the field, worked with international teams, and learned that the best solutions happen when **business goals and human needs meet**. I enjoy taking a 360° view, blending **design, marketing, and customer experience** to create solutions that feel intuitive for users and impactful for organizations.

PROFESSIONAL EXPERIENCE

3Pillar Global

SENIOR UX DESIGNER — Oct 2026 – Present

Internal initiatives

SENIOR UX DESIGNER — Jan 2023 – Oct 2026

CISCO / Secure Access

Designed administration experiences for Cisco Secure Access across VPN, Reserved IP, and migration between Cisco products. Trusted design partner to product and engineering.

• Owned UX for **VPN administration**: how security teams configure and operate remote access on the platform.

• Designed **Reserved IP** experiences so teams could provision and manage addressing without unnecessary complexity.

• Contributed to **migration experiences** that helped customers move from other Cisco products onto Secure Access.

• Helped define consistent experiences through the **Secure Access Pattern Club**.

• Helped the team adopt **AI in the design practice**: owned the End User Connectivity prototype repository for collaborators and helped create a feature documentation workflow tested on in-progress work.

• Partnered with **product and engineering** from customer feedback through design and handoff.

UX DESIGNER — Jan 2022 – Jan 2023

NIQ / Embedded Analytics

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LEADERSHIP & COMMUNITY

Interaction Design Foundation

IxDF Local Leader · Guatemala

Jun 2026 – Present

Speaker and meet-ups organizer to help build the local UX design community.

Universidad San Pablo de Guatemala

Teacher

Jun 2023 – May 2025
Jan – Jun 2026

Teaching about digital and traditional marketing, e-commerce and technical tools.

Ingenio, Diseño & Publicidad

CEO & Founder

Jan 2007 – Present

Managing the business, building client relationships, and developing new opportunities.

Productos Educativos Cree, S.A.

Co-Founder

Jan 2023 – Present

Product development, design, user research and marketing strategist.

Gremial de Seguridad y Salud Ocupacional

Community Manager

Nov 2017 – Feb 2020

Managing social media content and advertisment.

PROFESSIONAL EXPERIENCE · CONTINUED

Toolbox

USER EXPERIENCE DESIGNER — Mar 2020 – Dec 2021

Created UX and UI for a streaming product across web, mobile applications, and TV. Defined user flows and design systems for web and mobile applications.

Disney Direct-to-Consumer and International

SENIOR UX/UI DESIGNER — Mar 2019 – Feb 2020

Adapted the FOX brand to Android and Android TV applications, working with teams in the US, Argentina, Mexico, and Guatemala.

Fox Networks Group · Latin America

SENIOR UX/UI DESIGNER — Oct 2008 – Mar 2019

Implemented brands across Android mobile, tablet, and TV applications, supporting design, development, and sales teams.
Designed **FOX Sports Latin America** for Android mobile and TV, and adapted **FOX Play**, **Nat Geo TV**, and **Olympics Rio 2016** to Android smartphones and tablets. Designed the **Copa Sudamericana 2012** iOS app—the first sports app brought to market by FOX Latam.

Golán

WEBMASTER / WEB DESIGNER — Apr 2007 – Sep 2008

Built and maintained corporate websites in the US and Guatemala, created graphic assets, and supported internal visual communication.

eCorp

WEB DESIGNER — Oct 2005 – Mar 2007

Created websites for company clients based on supplied designs.

STRENGTHS

UX research & user interviews · Interaction design & prototyping
Design systems · Business strategy
Coaching & public speaking · Cross-functional collaboration

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EDUCATION

EUDE Business School

Master's program in Digital Marketing and Customer Experience

Sep 2025

21 courses completed

Final professional course in Spain and graduation pending.

Universidad San Pablo de Guatemala

Bachelor's, Marketing & Sales

2018 – 2021

CUM LAUDE

Universidad Galileo

Coursework in Communication and Graphic Design

2004 – 2006

AI & SERVICE DESIGN

AI for Business Leader

Udemy — Feb 2026

Intro to AI Agents and Agentic AI

Udemy — Feb 2026

Service Design: How to Design Integrated Service Experiences

IxDF – Interaction Design Foundation — Sep 2025

AI for Designers

IxDF – Interaction Design Foundation — Aug 2025

UX FOUNDATIONS & PRACTICE

User Experience: The Beginner's Guide

IxDF – Interaction Design Foundation — Jul 2025

Design for the 21st Century with Don Norman

IxDF – Interaction Design Foundation

Build Wireframes and Low-Fidelity Prototypes

Coursera | Google — Jan 2023

Start the UX Design Process: Empathize, Define, and Ideate

Coursera | Google — Aug 2022

Foundations of User Experience (UX) Design

Coursera | Google — Jul 2022

TOOLS & PROFESSIONAL DEVELOPMENT

Getting Started in User Experience

LinkedIn — Jan 2022

Figma for UX Design

LinkedIn — Dec 2021

REFERENCES

Sridharan Srinivasan
Product Management / Cloud Security - CISCO

Ileana Maleschuk
Sr. Product Design Manager / CISCO

Aldo Hermes
UX Associate Manager - Design Lead - 3Pillar Global

Alexander Baquiax
Director of Engineering - Yalo