

ENRIQUE TORRES

Senior Product Designer · UX Strategy · Design Systems

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Portfolio: tinyurl.com/enrique-torres-ux

SUMMARY

Senior / Lead Product Designer with 10+ years driving end-to-end UX for enterprise and consumer platforms at global scale. At EPAM Systems, delivered measurable business outcomes across Walgreens, Harley-Davidson LiveWire, and Cotality – including a 61pts NPS improvement and a 45% increase in daily active use. Deep expertise in UX strategy, scalable design systems, and cross-functional leadership. Fluent collaborator with product, engineering, and C-suite stakeholders in English and Spanish.

IMPACT HIGHLIGHTS

- **61pts NPS lift:** Walgreens mobile NPS from -3.2 → 58 after end-to-end redesign of core user flows.
- **Cart abandonment:** Reduced cart abandonment rate from 85% by 18 pp (→ ~67%) on Walgreens, directly improving e-commerce conversion.
- **Task efficiency:** Cut time-on-task 25% on Walgreens mobile and 70% at PersonalSoft – compounding productivity gains at enterprise scale.
- **Engagement:** Harley-Davidson LiveWire average session time +35%; engagement & conversion +22%.
- **Data platform UX:** Cotality Araya SUS score reached 75 (industry benchmark); daily active use +45%; data errors -50%; user confidence in data +80%.
- **Adoption:** PersonalSoft product adoption +80%; user satisfaction +40% across redesigned suite.

EXPERIENCE

EPAM Systems | Senior UX/UI Designer | 2022 – Present

- **Walgreens – Mobile Experience Redesign:** Led full UX overhaul of the Walgreens mobile app, restructuring information architecture and core task flows. Outcome: NPS -3.2 → 58, task completion time -25%, cart abandonment -18 pp.
- **Harley-Davidson LiveWire – Connected Platform:** Designed end-to-end UX for the LiveWire connected vehicle platform, overhauling navigation and content hierarchy. Outcome: session duration +35%, engagement & conversion +22%.
- **Cotality Araya – Data Visualization Platform:** Reduced cognitive load in complex data dashboards through progressive disclosure and improved data-trust signals. Outcome: SUS 75, daily active use +45%, data errors -50%, user confidence in data +80%.
- Established reusable UX pattern libraries and contributed to scalable, token-based design systems across client engagements.
- Embedded in cross-functional squads (product, engineering, data science) using dual-track agile; facilitated design critiques and stakeholder alignment sessions.

PersonalSoft | Lead Product Designer | 2021 – 2022

- **Led UX strategy across a multi-product suite:** time-on-task -70%, user satisfaction +40%, product adoption +80%.
- Defined and enforced design standards and component libraries, reducing design-to-development handoff cycles by standardizing tokenized patterns.
- Acted as design director across product teams – ran user research, usability testing, and stakeholder presentations.

Level 60 Consulting | **Senior UX/UI Designer (Lead)** | 2021

- Led UX design for multiple simultaneous web and mobile projects; translated complex business requirements into user-centered solutions.
- Partnered with C-level stakeholders to define product direction and prioritize roadmap features based on user research findings.

Sagapixel | **UX/UI Designer** | 2021

- Conducted UX audits and executed redesigns that improved engagement metrics across client properties.
- Delivered research-backed design recommendations using usability testing, heuristic evaluation, and competitive benchmarking.

ITEM Internacional | **Creative Director / Design Lead** | 2011 – 2021

- Led multidisciplinary design teams of up to 9 members across digital products (apps and web) and media.
- Directed digital product design strategy, improving audience engagement through data-informed design decisions.
- Built scalable workflows and design processes enabling cross-team collaboration across concurrent projects.

Canal ZOOM | **Creative Director** | 2007 – 2011

- Led branding, motion design, and visual identity projects for broadcast platform.
- Managed creative team output and execution quality under live broadcast constraints.

SKILLS

Core: UX Strategy · Product Design · Interaction Design · Design Systems · User Research · Usability Testing · Accessibility (WCAG) · Conversion Optimization · A/B Testing · Information Architecture

Leadership: Cross-functional Team Leadership · Stakeholder Management · Design Critique · Agile / Dual-Track · OKR-aligned UX · Roadmap Prioritization

Tools: Figma · Adobe XD · ProtoPie · Maze · HTML · CSS · JavaScript · AI-Assisted Design · Generative AI

Methods: Jobs-to-be-Done · Design Thinking · Heuristic Evaluation · SUS · NPS · JTBD · Card Sorting · Tree Testing

EDUCATION

Systems Engineering – Universidad Autónoma del Caribe

Multimedia Production – SENA

LANGUAGES

Spanish (Native) · **English** (C1 – Full Professional Proficiency)