

FRIEDA BULNES

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Summary

Customer Success professional with 8 years of experience in UX, Product, and SaaS environments. Specializes in onboarding, product adoption, and customer retention to enhance overall experience. Collaborates effectively with clients and technical teams to drive continuous improvement and develop programs that support business success. Multi-talented professional adept at working customers, quality assurance, project managers, and fellow developers to develop leading-edge programs that enhance customers' business success. Strong problem solver and team player.

Skills

- User interface design
- Wireframing
- Prototyping
- User research
- Product management
- Product strategy
- Web development
- Stakeholder communication
- Client experience optimization
- User onboarding sessions
- Customer relationship building
- Problem-solving aptitude
- Sales strategy
- Strategic communications

Experience

Frontend Developer / UI Designer (Customer-Facing Role) | Caffelli | 01/2018 - Current

- Facilitated collaboration between clients, product, and development teams to align project goals.
- Improved user experience and customer satisfaction.
- Translated business requirements into digital solutions.
- Managed direct client relationships and ensured timely project follow-up.
- Collaborated with cross-functional teams including product owners, developers, marketers, copywriters, and stakeholders throughout the entire product cycle.
- Assisted clients with product setup and adoption to enhance user engagement.
- Facilitated training sessions on product features and answered customer questions.
- Cultivated strong relationships with clients to foster trust and collaboration. with new and existing clients through contact management systems.

UX/UI & Digital Designer | Freelance | 01/2017 - Current

- Facilitated end-to-end project delivery for global clients, ensuring alignment with design goals.
- Applied best practices in UX and UI design principles to elevate user experience across digital platforms.
- Produced wireframes and mockups for responsive digital experiences and landing pages.
- Collaborated with clients to refine creative briefs, layouts, and design directions.
- Incorporated design feedback and refined visuals to enhance client satisfaction and meet project requirements.
- Focused on customer satisfaction and strong business outcomes.
- Built long-term client relationships through consistent follow-up and communication.

Product Designer (Customer-Facing Role) | ZOEK | 07/2023 - 07/2024

- Facilitated direct communication with international clients to ensure alignment on project goals.
- Addressed customer questions and concerns with professional service, enhancing client satisfaction.

- Delivered projects on schedule while ensuring output met client objectives.
- Improved usability through experience review and optimization.
- Conducted user research to guide ZOEK experience decisions.
- Collaborated with product managers and engineers on ZOEK release planning.
- Collected requirements, defined scope, and followed up on action items.
- Developed visual designs aligned with ZOEK brand guidelines.

Product Owner / UX UI Designer (Customer-Facing Role) | Plenna | 06/2022 - 07/2023

- Prioritized backlog and refreshed roadmap to enhance product alignment with user needs.
- Aligned backlog decisions with roadmap goals to ensure timely delivery of features.
- Strengthened product focus by aligning backlog with strategic roadmap initiatives.
- Prioritized product backlog for Plenna Digital Health initiatives.
- Assisted retention-focused product design improvements.
- Applied user-centered design principles to support retention outcomes.
- Maintained clear stakeholder communication across planning and execution.

Education

UVM | México | 07/2026

Diploma: Certificación Internacional KAM, Ventas Profesionales

HubSpot | 09/2025

Diploma: Inbound Sales Certification

Coderhouse

Product Management

Coderhouse

UX/UI Design

Ironhack

Full Stack Development

Lic. Imagen Pública

Branding Empresarial

Personal Information

Title: CUSTOMER EXPERIENCE | CUSTOMER SUCCESS | BRANDING | PRODUCT & UX

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/frieda-bulnes/>

LANGUAGES

English, Native / Bilingual proficiency (spoken). Advanced written level., Spanish, Native / Bilingual proficiency (spoken). Advanced written level.

Languages

English:

C1

Spanish:

Native

Advanced (C1)

Native