

# MIGUEL PINCAY / PRODUCT DESIGN LEADER

✉ Miguel.Pincay@Gmail.com    📞 2012812560    📍 Forest Hills, NY, USA

---

## SUMMARY

Results-driven Product Design Leader with a track record of delivering outstanding product experiences for FinTech and Industrial sectors. Specializing in product vision, cross-functional team alignment, lean UX, and prototyping to align business and user goals.

## EXPERIENCE

### Lead Product Designer

Strategic Financial Solutions | New York, NY | 2020 - Present

#### Achievements:

- Led the UX strategy and execution for the Debt Resolution Portal, resulting in a 400% increase in engagement, 32% increase in Account Registrations, 12% increase in Debt Resolution Program Completion, and 27% drop in Customer Service Call Volume.
- Streamlined client onboarding for the lending experience, reducing onboarding time from 35 to 5 minutes.
- Simplified the online document gathering process, accelerating the lending underwriting process by 35%.
- Led the UX strategy and launched "Firstly," a Financial Wellness app for the Sandwich Generation, along with its marketing site, Firstly.com.

#### Responsibilities:

- Overseeing product experience strategy for Strategic Financial Solutions: its websites and client-facing portals
- Managing and mentoring a team of 3 designers, junior designers, and interns across the organization
- Building strong partnerships with the Product Management division to provide user insights and product solutions to align with the overall business strategy
- Building strong partnerships with the Engineering division to optimize Agile Scrum processes, and streamline how design and engineering teams deliver work together
- Facilitate User interviews (in-person and remote)
- Deliver bi-weekly UX key findings presentations and reports to company stakeholders and executives
- Established and operationalized component-based Design Systems, enabling a consistent look and feel for client-facing and internal portals, applications, and emails
- Collaborate with compliance and legal teams to gather critical regulations and industry requirements.

### Lead Product Designer

Thomas | New York, NY | 2016 - 2020

- Design lead in the cross-functional efforts to redesign Thomasnet.com, the largest industrial information portal in North America, and its family of products into a unified and responsive platform ecosystem.
- Worked closely with UX researchers to expand our experimentation framework that led to the implementation of 200+ A/B tests; a process that brought monthly active users from an average of 760k to 1.7 million — an increase of 123.7%.
- Other projects included the complete redesign of Thomas - My Account, Marketing Landing pages for PPC campaigns, redesign of Thomas Catalog Platform, redesign of Thomas Catalog Platform CMS, Thomas Analytics Suite, and Social Media Campaigns.

## SKILLS

Figma, Illustrator, Sketch, Photoshop, InDesign, Prototyping, Wireframing, Mobile Applications, Responsive Design, Design Systems, Information Architecture, HTML, CSS, User Research, User Flows, SaaS, Branding, AB Testing, E-commerce, Jira, Confluence, Notion, Asana, Agile Methodology

## STRENGTHS

- Analytical & Detail-Oriented
- Exceptional communication and relationship-building skills
- Empathetic and user-centered focused
- Ability to thrive in dynamic environments, quickly adapting to evolving project requirements.
- Proficient in articulating intricate design concepts to a broad spectrum of stakeholders with clarity and precision

## LANGUAGES

English  
Spanish

## PORTFOLIO

[www.MiguelPincay.com](http://www.MiguelPincay.com)  
<https://dribbble.com/MickeyPG>

# MIGUEL PINCAY / PRODUCT DESIGN LEADER

✉ Miguel.Pincay@Gmail.com    📞 2012812560    📍 Forest Hills, NY, USA

---

## EXPERIENCE (CONTINUED)

### Design Manager - Web Solutions

Thomas | New York, NY | 2008 - 2016

- Spearheaded the creation and implementation of the Thomas Catalog Platform
- Directed the design implementation of 3000+ eCommerce and non-eCommerce solutions
- Collaborated with in-house design team and external vendors for seamless execution
- Introduced innovative 2D and 3D CAD, along with BIM solutions
- Successfully deployed solutions adopted by industry giants Swagelok, Timken, and Oriental Motor, among many others

### Web & Graphic Designer - Thomasnet

Thomas | New York, NY | 2002 - 2008

- Led the design transformation of Thomas Publishing from a 100-year-old book publisher to the largest portal in the industrial information industry in North America.
- I delivered a multitude of B2B and B2C marketing projects including corporate and trade show presentations, brochures, magazine ads, and trade show booth design while developing and ensuring proper use of visual guides and branding implementations.

## EDUCATION

### Front End Web Development Certificate

General Assembly | New York, NY | 2018

### Bachelors of Arts / Computer Graphics & Publishing - Photography Minor

Bloomfield College | Bloomfield, NJ | 1999

## SKILLS

Figma, Illustrator, Sketch, Photoshop, InDesign, Prototyping, Wireframing, Mobile Applications, Responsive Design, Design Systems, Information Architecture, HTML, CSS, User Research, User Flows, SaaS, Branding, AB Testing, E-commerce, Jira, Confluence, Notion, Asana, Agile Methodology

## STRENGTHS

- Analytical & Detail-Oriented
- Exceptional communication and relationship-building skills
- Empathetic and user-centered focused
- Ability to thrive in dynamic environments, quickly adapting to evolving project requirements.
- Proficient in articulating intricate design concepts to a broad spectrum of stakeholders with clarity and precision

## LANGUAGES

English  
Spanish

## PORTFOLIO

[www.MiguelPincay.com](http://www.MiguelPincay.com)  
<https://dribbble.com/MickeyPG>