

CARLOS E BORGES

PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

AMERICAN EXPRESS New York, NY **Product Designer, 2014 – PRESENT**

Generated \$688MM in revenue for an industry-first US lending product called Pay It/Plan It. Over 1MM plans have been created in its first year. The business saw an increase in revenue from \$175MM in 2017 to \$668MM in 2018 (+293%). The product is a 2018 Amex Innovation Award winner.

Generated over \$470MM USD in revenue for a Mexico lending product called Pagos Diferidos (Pay Your Way) that has over 300K plans created in its first year.

Championed the ROI and worked on UX and content strategy for a new Design Language System (DLS) that lowers production cost, reinforces the brand identity, and promotes a cohesive customer experience across American Express products, features, and services.

FREELANCE New York, NY **Lead User Experience Designer, 2013 – 2014**

Managed multi-channel user experiences for various clients including Worryfreelabs, Teecom, and Visual Alchemy.

CADIENT GROUP New York, NY **Senior User Experience Designer, 2007 - 2013**

Facilitated a partnership with Facebook and Viropharma for a Hereditary Angiodema (HAE) disease awareness campaign. Created a Facebook application where families could share their experience with HAE (2012 RX Award Winner).

Created concepts and experience designs that links a constellation of microsites to a thin corporate Web site for Boston Scientific.

UX lead for Still You with Type 2. A campaign Web site that connects patients and families to diabetes lifestyle, treatment, and disease awareness programs (2012 RX Award Winner).

Led co-creation sessions and created experience designs for a Pfizer medical portal that serves US health care professionals.

AWARDS

2018 Amex Innovation Award, Pay It/Plan It
2012 RX Club Award of Excellence, HAE Family Tree Facebook App
2012 RX Club Award of Excellence, Still You with Type 2 Diabetes

EDUCATION

NEW YORK UNIVERSITY 2006
Tisch School of the Arts, MPS
Interactive Telecommunications
Program (ITP)

NEW YORK UNIVERSITY 2004
Steinhardt School of Education,
BSA Studio Art

SKILLS

DESIGN: Sketch • Photoshop •
Illustrator • Wireframing using
Design Language UI Libraries •
Interactive Flows using HTML/
CSS/JS • Pattern Libraries • Style
Guides • Motion Design using
After Effects • Maya

RESEARCH: Customer Journey
Mapping • Customer &
Stakeholder Interviews • Site
Audits • Affinity Mapping • Card
Sorting • Co-creation sessions •
Comparative Analysis •
Brainstorming

PROTOTYPE: HTML/CSS/JS •
Invision • Design Language
Systems • Sketches • Pop App •
Paper Prototyping

CODE: HTML/CSS/JS

COURSES: Udacity/Google, Code
School 2018 • Nielsen Norman, UX
training 2017 • General Assembly,
Front-end Web Developer 2016 •
Certified Scrum Product Owner
Since 2015

LANGUAGES

Spanish • English