

NORMAN YUSON CUAÑO

SENIOR CX CONSULTANT



As a senior customer experience consultant, I help brands enhance satisfaction and loyalty by improving the usability, ease of use, and pleasure in interaction between customers, products, and services

SENIOR CX CONSULTANT @ JOE'S MOVERS LA

January 2017 - Present: CX Design & Solutions

ADJUNCT FACULTY, POST-BACCALAUREATE

Minneapolis College of Art & Design (MCAD)

Summer & Fall 2016: Asynchronous instruction and mentorship in Collaborative Workflows and User Experience Design

SENIOR UX CONSULTANT @ MAGNET 360

New York / Minneapolis / Los Angeles

March 2013 - December 2016: Content strategy and architecture in Hubspot and Salesforce. Stakeholder interviews, persona development, user testing, Axure prototyping, and brand experience design for email, landing page, responsive website, and SF1 Lightning application design

CREATIVE TECHNOLOGIST @ FREELANCE

New York | June 09 - February 2013: Content management in Drupal. Rapid prototyping with Bootstrap, Zurb Foundation & Semantic UI

CREATIVE DIRECTOR @ BAYARD ADVERTISING

New York | March 2010 - April 2011: Branding and positioning for healthcare talent recruitment nationwide. Integrated advertising and marketing for print, outdoor, web and digital. Supervision of in-house, outsource, and distributed teams

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"Norman is a world-class designer with excellent people skills, a very calm approach to problem solving, and a joy to work with on all levels."

portfolio: normanyusoncuano.com

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mcad.edu/academic-programs/
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