



# Manuel Vigo

My aim is to help organizations innovate through a user-centered approach. I focus on driving innovation, user-exerience, digital transformation, and conversion rate optimizatoin.

I value multidisciplinary and cross-cultural teams and have been fortunate to live and work on 4 continents.

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**Languages:**  
English - Native  
Spanish - Native

**Nationalities:**  
Peru  
United States

**Consulting Projects for:**  
•CERN (Switzerland)  
•Konica Minolta (UK)  
•Ferrino (Italy)

**Hobbies:**  
I play guitar and enjoy playing and recording music with friends. An avid reader. Lately I've been learning coding (HTML/JS) and delving into the art of bonsai. A constant learner, curiosity is my biggest driver.

## Work Experience

### Latin America For Less

Feb 2018 – Present

#### Marketing & UX Manager

- Head of new luxury-end travel brand. Managing sales team, brand growth, customer satisfaction, and business objectives.
- Leading digital transformation projects, digital advertising strategy (PPC), content strategy (SEO), and conversion-rate optimization.
- Leading user-experience improvement projects

### CERN - The European Organization for Nuclear Research

Sep 2017 – Oct 2017

#### Design and Innovation Intern

- Human-centered design consulting project + internship at IdeaSquare. Carried out user research, co-creation sessions, and rapid prototyping, to identify opportunities and execute projects to improve the interaction between the scientific community and innovators/entrepreneurs within CERN.
- Hosted and facilitated Design Thinking and Collaborative Design workshops.

### Latin America For Less

Jun 2014 – Dec 2016

#### Marketing and UX Manager

- Built and led 9-person digital marketing, content, and web development teams.
- Led design, user experience, SEO, and PPC advertising for all LAFL brands. Leading to conversion rate improvements of over 59% year-to-year.
- Carried out design sprints to develop customized digital tools that improved user experience and efficiencies in the sales funnel.
- Analyzed research and customer feedback to improve user-experience.
- Managed building of new brand projects, and led the company's winning proposal for PeruDesignNet, a competition honoring innovative ideas.

Jun 2013 – Jun 2014

#### Marketing and Social Media Manager

- Oversaw digital marketing, advertising, website and content development.
- Led complete redesign of websites, with a focus on mobile UX.
- Developed and executed SEO strategy, A/B testing, and UX research.
- Developed and executed content strategy for internal blog, link outreach, and, social media.

### Next City

Dec 2012 – Sep 2013

#### Journalist and Researcher

- Researched and wrote a weekly article series on Lima's informal economy for The Rockefeller Foundation's Informal City Dialogues.
- Part of Future Scenarios conferences in Lima, helping participants build a framework for understanding the next decades of Lima's growth.

### Peru This Week

Apr 2011 – June 2013

#### News Editor

- Over 700 articles written on business, economic, political, and cultural trends in Peru.

## Education

Jan 2017 – Dec 2017

### IED Istituto Europeo di Design - Barcelona

Masters in Design Management

Aug 2007 – Dec 2010

### Florida International University

B.A in International Relations and Philosophy

1996 – 2005

### Markham College

Graduated with honours. International Baccalaureate (IB) and IGCSE