

Iris Rabines

Experience Strategy & Guest Research |
Product Innovation | Travel & Hospitality
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Education

University of Miami

Bachelor of Fine Arts (BFA) in Graphic Design & Illustration with minor in Art History
Awarded Art Scholarship & Stanford Scholarship.
Transfer Advisor.. Dean's List.

Conferences

Figma Config, A List Apart, SXSW, Adobe MAX, HOW Interactive, Usability Week NNG Group

Courses/Certificates

IBM: Generative AI for Leaders
NNG UX Management Certified
Harvard University: Exercising Leadership
Brainstation: Product Management
LinkedIn Learning: Multiple UX, Product, AI, Management, and Leadership courses.

Skills

Experience Strategy, Research & Product

Experience Strategy & Vision
Guest Research & Behavioral Insights
Ethnography & Observational Research
Competitive Benchmarking & Trend Analysis
Journey Mapping & Experience Frameworks
Human-Centered Design
Information Architecture & Interaction Design
Accessibility & Inclusive Design
Prototyping & Testing
Insight Translation & Storytelling

Leadership, Innovation & Business Impact

Executive Stakeholder Influence
Cross-Functional Collaboration
Organizational Design & Team Development
Strategic Roadmapping & Prioritization
AI-Enabled Design & Research Workflows
Design Thinking Facilitation

Recognition & Thought Leadership

CARNIVAL HUB APP | Best Ship App
Porthole Reader's Choice Awards

UVIDEOS | Best Online and Video App
Social TV Awards

WORLD CUP 2014 | Team of the Year
2014 Cynopsis Digital Model D Awards

Big/Mentor Volunteer - 2021 to Present
Big Brothers Big Sisters of America

Summary

Experience Strategy and UX Leader with 20+ years shaping guest experiences across the travel and media industries. Proven track record of translating behavioral research, guest insights, and competitive intelligence into strategic direction for product ecosystems serving 5M+ users globally. Expertise in leading multidisciplinary teams, influencing executive stakeholders, and defining experiences that drive innovation and measurable business outcomes. Experienced in building research programs, guiding product decisions, and aligning cross-functional teams around a unified vision for the future guest experience.

Experience

Carnival Cruise Line

July 2016 - Present

Sr. Manager, User Experience (July 2022 - Present)

- Shape the end-to-end guest experience across a digital ecosystem serving 5M+ guests and 36,000 crew.
- Build and lead a scalable research practice that includes design thinking methodology, AI-enabled tools, testing, journey mapping, and continuous guest feedback loops.
- Integrate data, guest needs and business priorities into product direction, informing roadmaps and improving both experience quality and operational outcomes.
- Turn complex findings into clear frameworks and direction that enable product, design, and operations teams to execute with consistency and clarity.
- Partner with Product, Engineering, and Business leaders (Including VP-level and above) to influence strategic decisions, aligning experience design with business goals..
- Validate concepts early in the ideation process, reducing downstream rework and minimizing costly late-stage changes.
- Lead and develop a team of 14 user experience designers, strengthening capability, delivery quality, and cross-functional collaboration.
- Champion human-centered design through webinars, workshops, and UX-led research efforts.

UX Manager (November 2017 - June 2022)

Contract UX Designer (July 2016 - October 2017)

Brainstation

2024-2025

UX Instructor (Seasonal)

- Provide hand-on instruction during live course.

Univision Interactive Media

2000 - 2016

Sr. Art Director of Digital Product (2010 - 2016)

- Directed UX strategy and execution for Univision's core digital platforms—including the award-winning 2014 World Cup site and UVideos OTT app—surpassing audience and ad revenue targets.
- Managed a team of 5 UX designers across responsive web and mobile experiences, successfully launching products for diverse user segments.

Art Director of Digital Local Products (2005 - 2009)

Web Designer (2000 - 2004)

Miami Herald / El Nuevo Herald

Graphic Designer

1996 - 2000