


# UX/UI designer



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## User Experience skills

User research    Use cases    Wireframing    Interviews  
Persona    Card sorting    Prototyping    Heuristic review  
User stories    Content strategy    Usability test

## Development skills



## Experience

### Ikon Technologies — UX designer

09 / 2020 - Present

#### Responsible of UX strategy for vehicle tracking solutions

In charge of the vision of the mobile experience for car dealership and end consumer apps. Created a design system and implemented it within the organization. Provided heuristic reviews along with data analysis to measure product roadmap success.

### HP / Infogain — UX designer

09 / 2019 - 03 / 2020

#### Responsible of customer support strategies and branding deliverables

Worked with HP web and marketing team, creating a consistent experience for HP's returning customers looking for help with IT related issues. Focused primarily on mockups for the interface and dialog content analysis.

### Tekzenit Inc. — UX designer

05 / 2018 - 09 / 2019

#### Responsible of all UX and graphic deliverables for Tricolor

Worked alongside the Tricolor's creative team and Tekzenit's developers, creating a consistent experience for users browsing Tricolor's corporate websites. Focused primarily on mockups for the interface and the different journey maps for each task the potential customer needs to accomplish.

## Software



## English

Proficiency 

## Education

2006  
2010

 **University of Guadalajara**  
CUAAD

Licenciatura en Diseño para la  
Comunicación Gráfica

## Objective

Share my capabilities in UX design for a company, constantly improve their clients products with innovation and commitment for success.

## Experience

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### 🕒 **Gara Group Inc.** — *Web designer*

03 / 2017 - 05 / 2018

#### **Responsible for the UI consistency and execution of all UX**

In charge of the vision for the multilevel software UI developed by the company, coached frontend developers so they could understand how to appropriately implement new interfaces while keeping the brand guidelines. At the same time, worked adding frontend improvements and new sections.

### 🕒 **SYE Software S.A. de C.V.** — *Frontend developer*

02 / 2016 - 12 / 2016

#### **Responsible for website design and UI implementation**

Worked in a wide variety of websites, including branding, corporate, advertising, non-governmental organizations, etc. Participated in big governmental software project for budget management with UI design, external services integrations and several QA sessions with the product owner.

### 🕒 **Intrasistemas** — *Web design team lead*

09 / 2014 - 01 / 2016

#### **Responsible for UX and UI of Galaxis and other websites**

Participated in multiple web marketing strategies, collaborating with other developers, designers and product owners. In charge of the UX direction and UI design of Galaxis, a cloud based software. It's goal is to increase the revenue by maximizing the efficiency of manufacturing processes of textile industries.

### 🕒 **Intrasistemas** — *Web designer*

01 / 2013 - 08 / 2014

#### **Responsible for branding and website design**

Designed landing pages for e-commerce campaigns, helped establish new guidelines that improved client's brand communication value. Implemented wordpress based websites and trained client's crew to properly update it, while also often upload theme's style and code improvements.

### 🕒 **Europrint** — *Web designer*

03 / 2012 - 12 / 2012

#### **Responsible for UI implementation of internal software**

Designed and coded a web platform planned to help customers to quickly get quotes for printing services, the guidelines were primarily set by the company director. The secondary goal was to implement a way to avoid wasting paper when fitting designs in standard paper sizes.

## Recomendations

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### 🕒 **Sumit Sheth** — *Creative Dir. at Infogain*

Worked as an UX designer at one of our premium customers, for a couple of months, during which I supervised him. Every challenge the project presented, he provided the right strategies and high quality deliverables.

### 🕒 **Jonathan González** — *Lead at Tekzenit*

Proved his compromise during the time he worked on tekzenit. He was always open to help on any project, looking to improve the quality of the product. He has strong UI/UX skills, as well as good UI development skills.

### 🕒 **Jesús Jurado** — *VP at Gara Group*

He always had the best attitude to work and showed ability to learn to use new tools out of his specialty (Design). Helped his teammates with new challenges and to complete various projects on time. I would work with him again.

### 🕒 **Elena Huerta** — *PM at SYE Software*

He is innovative, committed, capable to find the best approach to do the tasks assigned to him. He has an excellent understanding of the project's needs.

### 🕒 **Manuel Aceves** — *CEO at Intrasistemas*

He's a highly qualified professional in the web area, he has skills as a graphic designer and as a web developer. As a person, he's disciplined, committed and very creative, he knows how to respond to well defined goals.

### 🕒 **Pedro Montero** — *CEO at Integranet*

He worked with creativity and value proposals.

## Courses

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🕒 Certificate of UX + UI design - Oct 2016

🕒 Online store with WooCommerce from zero

🕒 Responsive web design with CSS, HTML and JS

🕒 Introduction to WordPress theme development

🕒 Software development - UX + UI

## Experience

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### ⦿ **Integranet** — *Web designer*

01 / 2011 - 02 / 2012

#### **Responsible for desktop software and websites visual updates**

Delivered style updates for different desktop applications on a regular basis, while also keeping consistency between the overall UI. The main focus was the design of corporate website of each of the business partners of the company.