Senior UX Designer

Julio César Aceves Ledezma

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User Experience skills

User research	Wireframing	Prototyping	Interviews
Persona	Card sorting	Usability test	Heuristic review
Agile (Scrum)	Design planning	Content strategy	

Development skills

HTML5   CSS3   JS + Jquery   PHP

Experience

Gorilla Logic – Senior UX designer

May / 2023 - June / 2025

I was the leading UX designer on the team and collaborated with other designers focused on other solution spaces on the product platform. I was responsible for doing research (generative and evaluative), socializing findings to key stakeholders, ensuring we aligned with existing artifacts and design system best practices, and working on the design discovery to achieve the first publicly available build of the new conditional logic fields.

3Pillar Global – Senior UX designer

August / 2021 - February / 2023

I was one of the two UX designers on the team, and I was responsible for conducting evaluative research, socializing findings with key stakeholders, ensuring we aligned with existing artifacts and design system best practices, and working on the design discovery to achieve the first publicly available build of the revenue optimizer tool.

Software

English

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Education

Universidad Tecmilenio

2022 - 2023

Postgraduate of Innovation

Universidad de Guadalajara

CUAAD | 2006 - 2010

Bachelor of Graphic Design

Senior UX Designer

Experience

Ikon Technologies – UX designer
September / 2020 - June / 2021

I was the leading UX designer and responsible for making a competitor analysis of GPS-focused apps, doing research (generative and evaluative), and socializing findings to key stakeholders, providing artifacts like user personas and journey maps, documented all of Ikon's best practices and brand guidelines to build a first iteration of a design system and worked on the design discovery to achieve the first public-available build of Ikon Connect.

HP / Infogain – UX designer
September / 2019 - March / 2020

I was the leading UX designer responsible for analyzing AI agent flows and data, identifying trends or potential issues, socializing those findings to key stakeholders, providing detailed heuristic reviews of critical flows, and conducting design discovery of actionable UX items.

Tekzenit Inc. – UX designer
May / 2018 - September / 2019

I was the leading UX designer responsible for conducting a competitor analysis of existing car dealership apps, conducting generative research and socializing findings with key stakeholders, providing artifacts like user personas and journey maps, and initiating the first phase of design discovery.

Gara Group Inc. – Web designer
March / 2017 - May / 2018

As the lead for the company's multilevel software UI vision, I guided frontend developers in implementing new interfaces effectively while adhering to brand guidelines. At the same time, I worked on adding frontend improvements and new sections.

Recomendations

Liliana Franco
Delivery Manager, Gorilla Logic

"Julio is an excellent professional. He always has a smile on his face and is ready to take on and adapt to the many challenges that UI/UX typically brings—especially when it comes to helping clients understand the importance of this role in software development. (…)"

Steven Cooper
Design Manager, 3Pillar Global

"I collaborated with Julio on one of the most challenging projects I have ever been part of. He was always focused on delivering his best and going beyond our client's expectations all of this while helping other designers in our team to develop and sharpen their skills. (…)"

Jonathan González
Team Lead, Tekzenit

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

Senior UX Designer

Experience

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SYE Software – Frontend developer
February / 2016 - December / 2016

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

Intrasistemas – Lead web designer
January / 2013 - January / 2016

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. Its goal is to increase revenue by maximizing the efficiency of textile industry manufacturing processes.

Europrint – Web designer
March / 2012 - December / 2012

Designed and coded a web platform intended to help customers quickly obtain quotes for printing services, with guidelines primarily set by the company director. The secondary goal was to develop a method for minimizing paper waste when adapting designs to standard paper sizes.

Senior UX Designer

Experience

Integranet – Web designer

January / 2011 - February / 2012

Delivered style updates for different desktop applications regularly, while also keeping consistency between the overall UI. The primary focus was on designing the corporate websites of each of the company's business partners.