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**9456 E Sunland Ave, Mesa,
AZ 85208**

Profile:

A recent RISD cohort member and a dedicated graphic designer since the last 20 years, i love to help to create products and software that communicate with its users, and help them in their everyday life.

I love learning how people think and behave, and I leverage research to design user - centered products and experiences which solve both user and business problems. My process is hands-on, collaborative, and iterative.

Although I have a holistic view of user experience design, I am most focused on rapid prototyping, interaction design, user research, and usability testing.

For over 10 years i was just a curious graphic designer that somehow get his hands into interactive software via Flash and Hype For Mac, and help to create several interactive software pieces such as a Digital Library and few interactive training courses for a pharmaceutical company in the early 2010's.

For different reasons i got my hands into 3D software and helped to create a custom made stand for the digital library i was working on, and was a massive effort that show me that the interactions happen not only on the screen but also on the space.

I am truly focused in solve communication problems in creative ways, always looking to give unique solutions to problems that are not easy to approach.

Coming from a country that is unforgiving for those who are not willing to adapt to change, i learn since the beginning that the only way to move forward is always keep learning.

Technical Skills:

Design:

Strong knowledge of prototyping effective products.

Focus on detail and good eyes for an effective design.

Comprehensive understanding of design process, from conceptualization and brainstorming with a meticulous eye for detail in final stages.

Look for creative and alternative solutions that cover all possible outcomes in different scenarios.

Software:

- Sketch
- Figma
- Adobe XD[1]
- Adobe Creative Suite
- Axure
- Lightwave 3D 9.6
- Apple Final Cut
- Apple Motion

Programming Skills:

- HTML/CSS
- Bootstrap 4 and 5

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[1] For historical purposes

- Basic Javacript
- Basic PHP

Education:

Bachelors Degree in Graphic Design and Illustration,

University Norman Rockwell, Estado de Mexico.

Strategic Design, User Experience Design

Rhode Island School of Design

Experience:

Infosys Limited, Tempe, Arizona
Sep 2019 to Now
User Experience Architect / Senior User Experience Designer

Project Highlights:
As Infosys Consultant i was assigned to several clients and projects, like American Express and Conduent, in several internal projects.

Connected with Client Product Owners, Managers and Developers to understand, and address their specific project needs, and by providing the high level of expected service, i was able to be assigned to more internal projects due the quality of the deliverables and the ability to deliver fast and precise, which was praised multiple times by the clients leadership, being available to any challenge that the workplace demand.

Worked with several teams all over the world, understanding their needs to be able to provide the required service, as User Experience Designer i was able to provide deliverables that helped all teams to achieve their goals.

We keep constant touch with all stakeholders and product owners from client site to be able to provide the best solution in each case, with them we worked each app wireframes and high fidelity prototypes and developed detailed user flows to

represent each step in each app process in a very detailed way, until all the client requirement was properly captured, providing the proper deliverables in each case based on the specific need.

Responsibilities:

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American Express, Phoenix, AZ
Apr 2023 to Jul 2024
User Experience Architect / Infosys Consultant

Project Highlights:

In this Assigment, we helped the Membership Rewards team in the process of migrate their current customer support toolset to a new platform, by creating detailed prototypes and user journeys, mapping user personas and user flows, with the support of user data to enhance the experience and efficiency, to provide the right solution.

Because of the scope and the amount of user journeys needed in this application, we have to work hand by hand with several Product Owners, and Development teams in different locations to properly address the specific needs of each user journey, in a effort that took several months and work hours, but in the end we were able to deliver on time, an effort praised by the leadership.

The process involved the analysis at detail the current applications and translate its functionality to the new framework, keeping a close contact with the managers and product owners to understand the business needs. By leveraging high quality user data we were able to vastly improve the user journeys for over 50 different dedicated apps, all with the goal of provide the frontline colleagues with the right toolset to support the company customers.

As part of the launch of the Customer Support Tool for the international markets, i led the Prototype Translation Effort and coordinate the teams in charge for the Japanese and Mexican Market deploy on that matter, working with teams all over the world to know their needs, helped designer teams by providing a centralized location for all translated strings and worked hand by hand with the POs to make sure the prototypes reflect the right approach and features for every market.

Helped the Traveler Cheques Team with the new version of their Customer Support Tool, which feature new workflows meant to service the new necessities of this iconic product, worked with the POs and the Developers to create new user journeys that simplify and enhance the workflow for the Customer Support Team.

Helped to create the journeys of the 1099 MISC, a dedicated tool that mix the services of a 3rd party provider to allow Card Members to view and update their 1099 MISC Tax form, we create a detailed prototype and hand by hand with the POs and Developers, helped to deliver a solution that helped the Customer Support Team to improve their service.

Helped the Card Replacement Team to create detailed prototypes for the international market launch for the Japanese and Mexican Markets, worked with all involved parties to create detailed prototypes in each individual language. Worked with the POs and Development teams to make sure all needs were covered and properly addressed.

Responsibilities:

- Established UX design as the first stage of all application developments, instituting a user-cantered design (UCD) approach.

- Lead the Japanese and Spanish Translation Efforts for International Launching of the Customer Support Tool

- Created over 50 detailed interactive prototypes first in Sketch and Invision, and then in Figma to provide detailed user journeys for the manager team and product owners to provide their feedback and for user testing that allow us to further refine them.

- Analyzed and used efficiently the massive wealth of user data that we were able to gather from the Customer Support Team and their daily job, understanding how each optimizations improve their jobs and allow them to more efficiently deliver high quality support to the customers

- Worked hand by hand with the product owners to create several iterations of the prototypes, to test different ideas with the support team, then with their feedback we created refined prototypes to reflect those inputs that allow us to tackle the issues that keep them to be more efficient in their day by day.
- Using the current framework and good practices we provide our feedback on areas of opportunity to enhance what the current framework do and to allow it to go beyond.

American Express, Phoenix, AZ
Jan 2020 to Apr 2023
Senior UX Lead / Infosys Consultant
Project Highlights:

In this assignment, helped the Card Issuance Team on the process of upgrading the extensive toolset used on the card manufacturing and delivery process. The challenge was to upgrade the visual framework of a tool that was meant to service all current markets with over 30 different languages, with over 50 different custom user journeys that service specific parts of the entire process but that had to keep a consistent approach in all cases.

Worked hand by hand with Product Owners, Developers and Stakeholders to create several detailed prototypes to illustrate at detail all the user journeys available so the Product Owners and Developers had a detailed document they can use to start building the services that will make the actual application work.

Trough several iterations, we refined the user journeys and make them extremely intuitive, easy to approach, something that was praised by Client's Leadership. The visual identity was based on the current Clients Visual Library, but used in ways that allow it to show its true potential, and as part of the project, several of our custom modules, create for this product, were then added to the clients library.

Also, thanks to the good work and results, we were invited to help several other teams on their Enterprise Software endeavors, and one of them, a brand new payment device, we helped to create several interactive prototypes for an iOS app meant for an activation process of this NFC device meant for the Luxury Retail environment.

The Financial Institution was looking to increase the use of their payment network, and they went into a partnership with a Luxury Brand to create a new NFC based payment device, a leather fashion wearable.

The success of the project was in extreme important, so, to avoid any issues with the development, we create a very detailed interactive prototype that was used for testing and training purposes, so, when the app were ready and approved, all users will be ready, saving time and money on this very expensive endeavor. With the help of the development team and Product Owners we were able to conduct a very detailed user experience research to make sure the process inside the app was simple enough and fast, so the support issues can be keep at minimal.

In the end, the Luxury Brand implement the Leather Wearable as part of their in-store activation process and is currently going live in several markets all around the world.

Responsibilities:

- Create over 100 user flow cases to describe all parts of the app flow, making sure the specific parts were detailed

- Established UX design as the first stage of all application developments, instituting a user-cantered design (UCD) approach.

- Presented designs to multiple stakeholders, product owners and managers to gather ideas and feedback, and thru testing we were able to deliver an intuitive, easy to use tool.

- Produced wireframes, mock-ups, and UI/UX/IA art assets. Polished such prototypes with the final user, product owners and managers feedback.

- In tight contact with all managers, product owners and developers, we establish a very effective workflow that allow us to create very detailed prototypes that were later used by the development team as part of their planning and to demo several new features that later were added to the app, since the app is still in development more features are expected to come.

Infosys / Conduent, Raleigh, North Carolina
March 2019 to Dec 2019
Senior UX Designer / Infosys Consultant

Project Highlights:

In this assignment, we helped a Software Development company in the process of create a white box product meant for the Insurance Claim Process Industry that will be released as a SaaS Software for this very competitive market.

Worked together with Clients Product Owners and Developers to properly map their need and expectations, and since most of them, were veterans of the industry, their knowledge in this are prove to be invaluable at the moment to start drafting the solution that will serve the myriad of steps that are part of a Medical Claim Process.

We created, together with an small team of User Experience Designers, a full scope prototype that covered all expected user journeys and functionalities that helped the stakeholders to make choices and decide on each of the required features before the development step took place, saving resources and keeping the different teams focused on the goal.

The design system created for this tool, was based on a simple yet effective solution for multi user, team wide work that allow the designers work side by side in each of the areas while keeping the prototype consistent and quick to redeploy, which make the Client very satisfied.

The Fast speed of the changes needed based on the interactions with potential customers and users meant that the design system had to be flexible yet powerful, and even when the tool used for that was not ready for collaborative work, we created a workflow that allowed the team to deliver fast and on time, with minimal errors.

Responsibilities:
- Develop and optimized workflow of the internal traffic process modeling tool for Conduent in Raleigh, NC.

- Established UX design as the first stage of all application developments, instituting a user-cantered design (UCD) approach.

- Presented designs to multiple stakeholders, PO's and Managers from the Conduent team, get the managers approval in record time and making the modifications and upgrades to such designs at a very fast pace with full quality.

- Designed the look and feel of the App, based on Apple HIG manuals standards and the Bootstrap 3 CSS reference and making some advances toward digital applications which were not present in such manual or the bootstrap App itself. The brand manual was also part of the deliveries and will be present in the final product.

- Create 12 fully upgradeable clickable prototypes for all user flows present in the app in both interactive and PDF media.

- Develop a custom multi user workflow using Sketch and Sharepoint - on OneDrive - to keep files, libraries and reference files updates for all users, increase the speed off the deliveries and less prone to errors.

American Express, Phoenix, AZ
July 2018 to March 2019
Senior UX Designer / Global Apps Inc. Consultant

Project Highlights:
In this project was in charge of two internal application projects, the first, a tool to provide with insights about users purchasing habits and linking such habits with offers, allowing administrative users to create targeted promotions for large number of users in a easy to use, the second app was an internal utility designed to create specially - formatted xml files to use with an internal tool, this app was a big challenge due the fact that the xml file has so much options and every option need to be configured at some point, the challenge was thru analysis of users data, choose the parts of the app that need to be automatically added and which ones to display to the user.

Every app was composed of at least 50 different modules that interact with each other, so we need to find creative ways to allow that many information in a reporting screen in a simple yet usable way. For both projects fully clickable prototypes were created to demo the ways the real app will work for testing purposes.

Also assist the managers with the creation for powerpoint templates, infographics and motion graphics for the use of multiple areas in their communications efforts,

such elements were use in corporate keynotes and diverse communication needs inside the company.

Very good input was received on such efforts due the level of quality we put in the final arts.

Responsibilities:

- Develop and optimized workflow of the internal traffic analysis app Composer Orchestra UI and Dataset UI App/JMX file generator App.

- Established UX design as the first stage of all application developments, instituting a user-cantered design (UCD) approach.

- Presented designs to multiple stakeholders – the final users and the team involved in the development, located in both the AMEX Desert Ridge Campus and the AMEX Development centre in Gurgaon, India -

- Produced wireframes, mock-ups, and UI/UX/IA art assets for both Apps. Polished such prototypes with the user and engineers' feedback.

- Coordinate the onshore and offshore team to delivery on time the most needed features of the app such as user location, task creation and time administration, manage the design team so the prototypes were delivery in time and the mock-ups were accurate as per client requirements.

- Create Several rounds of Sketch prototypes, optimize such prototypes to deliver using the internal AMEX developed React component.

- Designed the look and feel of the App, based on Apple HIG manuals standards and the Bootstrap 3 CSS reference and making some advances toward digital applications which were not present in such manual or the bootstrap App itself.

- Focused in simplifying the app, by making some process simpler to understand, actions clearer, and the reporting components clearer, thus diminish the cognitive overload presented on many screens that were bloated with data that add no visible value.

- Supported front-end engineers with final development using Bootstrap 3 to create html skeletons and CSS stylesheets for both projects, also create any extra HTML prototypes required as the development advance.

Field Office Software, Houston, Texas, USA
Feb 2018 to Apr 2018
Senior UX Designer / Freelance

Project Highlights:

In this project I was in charge of simplifying the UI of this already existing app, that was struggling to find enough audience to justify the business model.

They want to keep it simple but add some features really needed to improve the usability. The App itself exist in a simple form in the App Store, and the guys at Field Office Software want to improve this app for a full commercial launch later that year.

The main goal of this app was to provide time tracking tool for construction contractors, so the level of simplicity was extremely important, the challenge was to understand which parts of the flow was important for stakeholders and which ones need to be adapted or automated to avoid user errors. In the end, the proposal success on deliver a minimal viable product with enough features to attract potential customers.

We worked to optimize the user journeys and make them usable for a wide variety of users, from field workers to managers while keeping the experience consistent at all devices. We delivered several prototypes that helped the development team to have an updated version ready for launch later that year.

Responsibilities

- Develop and optimized workflow of the app Field Office Software for iPad and iPhone

- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.

- Presented designs to multiple stakeholders – the CEO, the final users and the team involved in the development, located in India -

- Produced wireframes, mock-ups, and UI/UX/IA art assets for the App

- Designed the look and feel of the App, based on the CEO input and the Apple HIG manuals and making some advances toward digital applications which where not present in such manual.

- Focused in simplifying the app, by making some process simpler to understand, thus diminish the cognitive overload presented on many screens that were bloated with data that add no visible value and take

- Supported front-end engineers with final development

Virket Group, Ciudad de Mexico
Jan 2018 to Jun 2018
Senior UX Lead

Project Highlights:

Virket Group is a Performance Agency focused in provide their clients with real results on their marketing campaigns and increasing conversion rates for all their marketing reports, as thus, they are extremely focus on creating highly optimized websites and apps, so all efforts are focused on converting to final sales, which make having precise metric data a extremely important part of the process.

We help to create the UI prototypes for the new App UI for the Alamo Car Rental App for iOS, also help the development team with the HTML5 Prototype in Bootstrap 3, and the clickable prototypes for testing purposes, and using the testing data, we improve the designs even further.

Proposed both the UX design and a few UI proposals for Stadía Suites for their new Portal, Optimized the workflow of the booking process to increase conversion rate performance and thus, was able to increase it up to 35% in the first month.

Responsibilities:

- Develop and optimized workflow of the website Stadia Suites, a hotel booking site.

- Develop and optimized workflow of the Android/iOS App Alamo Rental Car App for the local Mexican market.

- Established UX design as the first stage of all Web and mobile application developments, instituting a user-cantered design (UCD) approach.

- Presented designs to multiple stakeholders - homepage examples and templates, sections templates and mailing templates –

- As for the Alamo Rental Car app, was in charge of managing the UX team, following the requirements of the project to improve the app delivery times and the prototype testing analysis results.

- Produced wireframes, mock-ups, and UI/UX/IA art assets for both web and apps

- Create the testing prototypes, analyze the testing data and create the support documents with the results of the testing data so the development team and stakeholders can a analyze and decide the required improvements for the Apps.

Information Sur SA de CV, Mexico DF
Jun 2017 to Dec 2017
UI/UX Lead Web Designer / Wordpress Consultant

Project Highlights:

In this project we helped to develop, test and launch the news site for the company to new audiences, and to create a market for this traditional media company using Wordpress and a Visual Interface Editor to create custom pages and landing pages that adapted to the content and to the users based on the analytic data we obtain every second.

Using Wordpress and Bootstrap 3.1, we developed a fully responsive site, compatible with all devices and integrated it with Facebook to promote and gain audience by pushing news on this platform.

Using Google Analytics and a internal Analytics tool, we modeled the contents to adapt dynamically to the preferences of the audience and were able to give daily reports to the leadership to adapt to the ever changing news media world.

Using the strength of the Wordpress platform, we integrated subscription services and deliver custom mailers for the subscribers to enhance their experience and to keep them engaged, with this we were able to grow the audience by 300% in just 3 months making this already relevant news while targeting new audiences on social media and youtube.

Responsibilities:

- Develop and optimized workflow of the website suracapulco.mx a news media outlet
- Design and optimized with a Visual Interface Editor solution the current site template, optimize the server to allow more users to use the site and develop more than 15 contents templates in the Visual Interface Editor solution for all the requirements of the site.
- Established UX design as the first stage of all Web and mobile application developments, instituting a user-cantered design (UCD) approach.
- Presented designs to multiple stakeholders - homepage examples and templates, sections templates and mailing templates -
- Produced wireframes, mock-ups, and UI/UX/IA art assets for both web and apps

- Designed the look and feel of the site, based on the corporate manual and making some advices toward digital applications which were not present in such manual. Added several parts to the brand guidelines manual focused on digital and mobile applications.

- Developed the E-leaning training so the users of the site can operate properly all the portal options and help with issues and bugs for a period of two months. Implement an help desk app for al those subjects not presents in the training materials related to the everyday work and bug reporting tool.

- Developed a social networking plan for Facebook and Twitter, helped to evangelize the use of instagram for promotional purposes on that market.

- Built user-flow documents and gathered usability feedback from users thru Google Analytics and Facebook Analytics.

- Spearheaded a redesign of all products to create a streamlined look and feel -this include the mail templates, infographics templates, mailer templates, among others-.

- Designed over 10 pieces of email marketing on the Mail chimp platform to allow better communication and client engagement for the news portal and all its current clients, by sending everyday a list of most read notes, content suggestions, personalized messages and offers.

Free Fall Motion Mexico DF
Apr 2014 to Jun 2017
UI/UX Lead Web Designer / Wordpress Consultant

Project Highlights:

With this company I help to develop several mobile and desktop apps, our major project was the creation of a digital library they need to sell some of their e-learning products they were developing at the time, along with the digital magazine they were making at the time. Both apps were meant to digitally sell products on the iOS App Store a thus were carefully crafted to answer to a more selective audience.

Since the aspect of selling was important for their project, we create and test several mockups for their e-learning and magazine products, in order to research better approaches to simplify the learning process and thus, making more usable for the final user.

We also help them to develop several interactive book collections that are available at the App Store in HTML5 using bootstrap and a visual designing tool called Hype

for Mac, we use Balsamiq for the wireframes, Sketch for the UI mockups and Hype for the interactive mockups.

Also, thanks to the good relationship i keep with Autofin, we crafted an App for their Autoexplora Magazine and for 4 years their were our permanent client, we offer support and updates for that app.

Responsibilities:

- Develop and optimized workflow of the App Free Fall Motion Book Library, app designed to deliver interactive books for a better interaction of the contents (over 50 books developed at the time)

- Researched course content using Interactive Electronic Training Manuals (IETMs) and technical publications to develop procedures assessing technical specifications for assured content accuracy

- Designed the look and feel for all apps and magazines, create the UI based on brand guidelines.

- Created a comprehensive UX Architecture for the App and the Website that follows industry standards.

- Developed contents for the Apps: The Book of the Impossible Machines, Simple Manuals, The Free Fall Motion Book Library and Magazine Auto Explore.

- Used Illustrator and Sketch to generate wireframes for mobile, and Web flows and instances.

- Used Adobe Illustrator, Adobe Photoshop and Sketch to create User Interfaces and graphic assets for the Mobile and iPad versions of the App (iOS only).

- Created the interactive books using Hype for Mac, Adobe Illustrator and Photoshop

- Designed ads campaigns for different media and formats.

- Designed all the graphics for Social Media Ads and assets of social profiles.

- Designed info graphics and vector illustrations for web and print media.

- Designed landing pages for "Grupo Gayosso" from 2014 to 2017, using HTML5 and PHP, creating engaging art for their marketing purposes.

- Created info graphics for "Group Gayosso" with the results to their campaigns to show the effectiveness of the lading pages

- Research made on multiple projects for the client, creating text for messaging apps, multimedia players, social networks, product websites, and social centered post for their platforms.

- Sketched on the paper of multiple concepts and flows for each project.

- Created interactive mock-ups for validation and testing in tools like Adobe Flash, Adobe Animate and Hype for Mac.

- Created full series of interactive eBooks in HTML5/CSS/JavaScript for training in the use of Bootstrap, Flash CS3, Light wave 3D and HTML5 that will be sold thru the app "Simple Manuals".

Grupo Autofin Mexico
Feb 2012 to Dec 2016
UI/UX Lead Web Designer / Wordpress Consultant

Project Highlights:

In this company I was in charge of create the first mobile strategy for the company, by developing several HTML5 interactive apps for several brands of the company. As a Car retailer they got many car dealers under the hood and the fierce competition from the agencies of the same brand owned by other companies make Autofin need of create a true differentiator that make clients that buy cars from them to come back for more products and services.

With this in mind, we develop several native mobile apps and web app for smartphones that will help to, at first, understood the current market and find ways to capture new clients, while keeping the current ones. We choose HTML5 and Phonegap to create these first apps, that will allow us for quick changes to adapt the changes of the market. As for the Mazda Interlomas App and Chrysler Elegantes del Valle, since brand guidelines must be followed and brand -approved prior final launch- we help with the brand validation process and training for the sales floor users on both car dealership agencies.

They were mobile interactive product catalog and not full feature apps but help us to convince the board that more and better apps are needed. For this apps we use balsamic mock-ups for the wireframes and HTML5 for the interactive mock-ups, then this HTML5 was reused for the final apps.

Responsibilities:

- Developed HTML5 and native code of these Apps Mazda Interlomas, Chrysler Autos Elegantes, Chevrolet Excellencies, Magazine Auto Explore and Infiniti Interlomas app for Tablets and

- Designed the apps based in the brand guidelines and look&feel of current apps, to stay inline with the brand.
- (Subject Matter Expert) Interacted with business analysts to understand requirements and verified system requirements for the respective applications (Front End and Back End Applications - CSM, Billing and Rater Logics)
- Analyzed the scope & designed the test cases. Also handled the Execution of CR's, Regression, Sanity testing
- Performed integrated testing among various business products
- Added business focused test scenarios to the existing selenium and QTP automated test suites
- Supported teams responsible for post development activities present in various geographical locations like China, Israel, Cyprus, Ensured client guidelines were incorporated into interactive web page, learning module, and interface designs and design elements
- Participated in brainstorming sessions with extended creative teams to develop design ideas for interactive web pages and modules
- Develop and optimised the workflow of the App Magazine Auto Explora
- Used Adobe Illustrator to generate wireframes for mobile, and Web flows and instances.
- Used Adobe Illustrator and Adobe Photoshop to create User Interfaces and graphic assets for the Mobile and iPad versions of all Apps (iOS only).
- Create the interactive books using Hype for Mac, Adobe Illustrator and Photoshop, HTML5, CSS and JS for the interactive galleries, games and landing pages
- Created UI designs and prototypes for discussion and development among the development team and the agencies clients and managers.
- Designed marketing graphics for direct-sale and business-to-business campaigns for all car dealerships in several campaigns.
- Designed ads campaigns for different media and formats.
- Designed all the graphics for Social Media Ads and assets of social profiles.
- Designed App Workflow using Balsamiq Mock-ups
- Designed info graphics using the database of car and services to create simplified reports for the board of directors
- Designed landing pages for all the agencies of the group, using HTML5 and PHP.
- Designed the App Workflow using Balsamiq Mock-ups for a year for a unreleased app Mi Auto that will be serve as post sales hub for the owners of cars that were

purchased in the group agencies, the app will provide the users with notifications on their car services and maintenance schedules, to make certain that they will come back to the agencies and thus buying products and services.

- Mi Auto Early Prototype http://freefallmotion.com/clientes/autofin/miauto_demo/index.html

- Developed several working mock-ups on Hype for Mac and HTML5 for testing purposes.

- Developed the Company Site in HTML5 using Hype for Mac and JS/CSS to be compatible with mobiles and PCs

- Research of multiple projects on the agency, creating text for messaging apps, multimedia players, social networks, product websites, and social centered post for their platforms.

- Sketched on the paper of multiple concepts and flows for each project.

- Designed and generated fully interactive HTML prototypes and click-throughs which were used for client presentations, mock-ups, as well as user-testing studies for validation and testing in tools like Adobe Flash, Adobe Animate and Hype for Mac.

IXPAN SA de CV, Mexico DF
Aug 2011 to Feb 2012
UI/UX Lead Web Designer / Wordpress Consultant

Project Highlights:

With this company I helped them to develop their first responsive website in HTML5, meant to attract new customers for this former small consultancy IT service and provide marketing materials for social networks.

We helped with the User Experience of a iOS app called Factura Facil that was targeting a professional need of the local market, the invoicing with very specific requirements, and provide with detailed user journeys and prototypes to help the development team to launch on time on a market that was really difficult at the time. In 3 months we got over 20,000 downloads and 5,000 paid users.

In this company we also worked closely with the IT team, that the time we were using Aura Portal for their modeling process and thus we help them to create several UI/UX projects for the company clients. They keep strict delivery times for all

the apps parts, we must adhere to several construction guidelines built over the Apple HiG and Android Human Interface Design guides, usability was a must.

At the time we use Adobe Illustrator for the wireframing and prototyping, while bootstrap and jQuery mobile for the Interactive mockups meant for testing, as for the final Phonegap apps, we use pure HTLM5 and CSS/JS and a PHP server scripting to make it work.

Responsibilities:

- Develop and optimized workflow of these Apps- Recargas Totales and Factura Facil

- Optimized Factura Facil App workflow to allow the complex invoicing method as easy as possible and in-line with the local government requirements, advice the IT team to add the options for Google Drive and iCloud for adding external files and storage. The local tax agency keep strict guidelines on the data the digital invoice need to feature

- Developed and designed the Factura Fácil User Interface Style Guide (UISG) to standardize look and feel of applications for both web and mobile apps.

- Developed and designed the Recargas Totales User Interface Style Guide (UISG) to standardize look and feel of the applications for both web and mobile apps.

- Produce high-fidelity mock-ups, layouts and deliverables for software engineering in HTML5/CSS

- Develop production-ready, cross-browser front-end code using HTML5/CSS3.

- Iterate designs based on user feedback research, technology constraints, and market dynamics.

- Designed the App UI based on brand look and feel and guidelines.

- Designed the App Workflow wireframes using Balsamiq Mock-ups and Sketch

- Developed several working mock-ups on Hype for Mac and HTML5 for testing and analytics purposes.

- Used Adobe Illustrator to generate final user interaction design for mobile, build in Sketch and output in Bootstrap 2.0

- Designed all the graphics for Social Media Ads and assets of social profiles.

- Designed info graphics using the database of car and services to create simplified reports for the board of directors

- Developed Company Site in HTML5 using Hype for Mac and JS/CSS to be compatible with mobiles and PC's

- Creates graphics and layouts for presentations as needed

- Created interactive mock-ups for validation and testing in these tools like Adobe Flash, Adobe Animate and Hype for Mac.

- Maintained and enhanced the company's content management system (CMS) based on Wordpress and Live Composer for the UI architecture, develop over 10 templates for the marketing areas.

Consejo Editorial de la Administration Publica, Mexico
Jul 2008 to Dec2010
UI/UX Designer Web Designer / Wordpress Consultant

Project Highlights:
As for this government office, I must follow the local government image and brand guidelines to be in line with the requirements of the Governor's Office - at the time was Lic. Enrique Peña Nieto –

Responsibilities:
- Developed project Web App using Adobe Flash CS3, the app was designed to serve as Book Library that can be distributed as CDROM and Web

- Developed and adapted the Web App to work as kiosk app in a touchscreen module

- Designed DVDROM sleeve and DVD print graphics, the Book catalog and all their promotional and corporate images.

- Designed all the graphics for ads campaigns for different media and formats, also became part of the team that chooses how to invest the campaign resources and help to refine the campaign to better achieve the goals.

- Designed the International Book Fair of Guadalajara stands for the project, create the renders to demo the areas and ultimately create the blueprints for the construction of the stands.

- Created interactive mock-ups for validation and testing in tools like Adobe Flash, Adobe Animate and Hype for Mac.

Panorama Arte y Diseño, México
Nov2006 to Jun 2008
Graphic Designer / Flash Interactive Designer

Responsibilities:

Developed Company Website in Adobe Flash CS3

Developed Interactive Desktop App "Grupo Roche Toluca" in Adobe Flash CS3 for CDROM and Touchscreen kiosk

Develop and optimized workflow of the App, developed UI/UX for all the screens that were used (10 in total)

Used Adobe Illustrator to generate wireframes for mobile, and Web flows and instances.

Designed all the ads campaigns for different media and formats.

Created motion Graphics and Video Edition for the HD Screens in the manufacturing plant, to show the process to visitors. (6 5 minutes videos were developed)

Sketched on the paper of multiple concepts and flows for each project.

Professional Summary:

- 15 years of experience with wireframes, mockups, and UI/UX art assets for both web and apps using Adobe Illustrator and dedicated apps Sketch, Figma, Invision, etc. in both desktop and mobile apps, wide experience with corporate clients and internal tools

- 5 Years Experience Using Figma for detailed Interactive Prototypes

- 20 years of experience in Graphic and Visual Design and related areas, creating & engaging customer experiences in both desktop and mobile apps, print media and digital applications such social media, motion graphics and infographics.

- 15 years of experience using HTML4 and HTML5 to create apps and websites focused on responsive design 6 years of experience using Bootstrap 3 and 4 to create apps and websites focused on responsive design.

- 15 years in Motion Graphics using Adobe Flash, Apple Motion and Autodesk Combustion

- 10 Years in experience managing diverse teams - designers/developers/ marketers - to meet deadlines and project objectives, understanding members abilities and skills to improve the products and services.

- 5 years of experience in user research and user data analysis to improve conversions - goal completion - in apps, UX/UI and Marketing Applications using tools such as AppSee, Google Analytics for web and apps and Comscore Tools to improve user conversion.
- 9 years of experience creating interactive mockups in HTML5 using Hype for Mac for testing and user interaction analysis.
- 7 Years in experience working with US clients.

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