UX UI Designer | Fernando Vela Meza

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Online Portfolio: www.velameza.com

PROFESSIONAL SUMMARY:

- Having 10+ years working closely with business taking care of the needs of the users to design strategies to create and improve digital products and services.
- Almost 8 years working as a UX UI designer by creating digital products and interfaces to improve the User Experience.
- Lover of usability and its heuristics.
- Ability producing design artifacts such as, scenarios, wireframes, mental models and prototypes.
- Capable of driving the definition and creation of new user experiences with products and services by incorporating customer feedback and best practices in order to keep improving.
- Enhanced productivity with Kan-Ban and project tracking systems such as JIRA and Trello.
- Excellent execution of all visual design stages from concept to final.
- Able to deliver art direction and design solutions through functional wireframes, user flows and mockups with original compositions and proper colors.
- Effectively communicating user research findings (insights), conceptual ideas and detailed design rationale both verbally and visually.
- Able of demonstrating leadership and initiative when working closely with the Product Managers and developers on design strategy, backing feature recommendations, and design approaches.
- Capable of creating, managing and sharing Design Systems for Digital products based on Atomic Design to build and maintain consistency between the prototypes and Final products when working with cross-functional teams like designers and developers.
- High experience in portal development and graphic design of UI.
- Experienced in the entire Software Development Life Cycle starting from requirement gathering, prototyping, system analysis and design, development, unit testing, integration testing, documentation and maintenance.
- Experience in UX design of Creating Mockups, Wireframes, Prototypes and sketches.
- Strong design experience in User Interface applications and integration of highly transactional and scalable applications.
- Experience supervising the creation of production-ready art assets and style guides for implementation by the development team.
- Ability to understand business needs and detect opportunity areas.
- Able to design, plan and iterate in the process.
- Vast knowledge of the user interface design process and deliverables throughout development life cycle including designing asset libraries, personas, storyboards, interaction and task flows, wireframes, mock-ups, prototypes and user testing.
- Able to detect needs in the product or service that require improvement or creation of new stages.
- 2 years working with the Redesign of ChatBots and AI Digital Solutions
- 6+ years of experience working with Agile frameworks.

EDUCATION:

BACHELOR'S DEGREE IN GRAPHIC DESIGN, MODELO UNIVERSITY, MÉRIDA, YUCATÁN CAMPUS, 2014

TECHNICAL SKILLS:

UX tools: Customer Journey Maps, Personas, Product Vision Board, Interaction Map, Heuristic analysis, What? How? Why?, Empathy map, Insight detection InVision, Adobe XD, Keynote, Quicktime (for recording usability testing).
UI tools: Figma, Sketch App, Adobe XD, Atomic Design, understanding how to work with Frontend languages and tools like Basic HTML and CSS.
Graphic Design tools: Adobe Suite (Photoshop, Illustrator, InDesign)
Multimedia tools: Adobe Suite (Premiere, After Effects) Photography DSLR camera knowledge, Illumination, Framing, Balance, composition, storytelling, Adobe Suite (Photoshop, Lightroom).
Office tools: Microsoft Office, Keynote, Numbers, Pages OS MacOS, Microsoft Windows.
Tracking tools: Jira, Trello, Google drive.
Methodologies: Lean UX, Agile, Scrum, Waterfall, Design-Thinking, Design-Sprints, Rapid-Prototyping.
Basic Knowledge: Balsamiq, Axure RP 9.

COURSES:
- Certification for having completed the Mobile User Experience (UX) Design | Online Certificate Course at IDF (Interaction Design Foundation) | Certificate ID: 87231-2021-463574.
- Diploma for having completed the Service Design Program | Face-to-face format at Service Design México | Duration of 50 practical hours.
- Diploma for having completed the UX Immersion Program and Digital Product Design | Face-to-face format at Multiplica Academy | Duration of 125 practical hours.
- Course "Design Thinking, the new mentality to accelerate innovation" taught by: Sebastián Eduardo Grassi. Citibanamex University. Date: July/ 20/ 2017 / at Citibanamex corporate from Mexico City.
- G Suite certificate | Awarded by XERTICA for having participated in the Training in mail, calendar, hangouts and drive.

PROFESSIONAL EXPERIENCE:

#11 HCL / Texas, United States.
May 2023 – Feb 2024
UI UX Lead Designer

Project #1 [Client Verizon]: I was responsible for improving the User Experience Design of the platform called **FinOps.** FinOps is the Financial Operations platform in which the internal users (Verizon´s financial directors, managers, admins and employees) worked on the company's budgeting, budget reporting and more. My core responsibilities were the understanding, digesting and redesigning the FinOps Platform.

Understanding the project was a complete challenge because the team had already started working on it a week before I joined the project, so they had already a more complete scope of it than me, but through a few team workshops, asking through Slack/Emails and asking them for quick 1 on 1 meetings I was able to catch up with

them in no time, same things I had to do with the Identified Stakeholders that were involved in the project, I scheduled a few meetings to ask them the status of the platform, what they knew were the pain points and the things that worked perfectly, and I did the same as for the Users, Gathering the information from the Users was the most fun and challenging phase of my job here, because they were always busy and always canceling our meetings because of Verizon's tight schedule they all had. after having all the input from the actual standing point and understanding the Nor-Star, I was able to start thinking on the actual redesign of the platform, basically the first deliverable was a LoFi "mockup" (Drawing) to quickly test with some of them and get their feedback to iterate or move to the next phase, While working on the Low-Mid Fidelity Mockups, I Assigned the task to another Designer to finish polishing the Low Fidelity Mockup while I was working on the creation of the Verizon´s FinOps Design System (Based on Verizon's Design System) in FIGMA based on Atomic Design methodology

I Redesigned the complete workflow of General Configuration, Budgeting, Budget Reporting, Run Scheduler, Cloud Efficiency Reports, Budget Override.

Roles & Responsibilities: Lead UX - UI designer

- Involved in empathizing with the Brand by understanding the current status of FinOps as a complete platform.
- Involved in 1 to 1 interviews with Users, (Low level Users, Stakeholders and some managers in Verizon) to get a better understanding of the complexity Pain-Points and also Gain-Points from the current status of FinOps what they like and Struggle with when comes to using the platform when they have to complete a task.
- Designed All of the Master Components based on Verizon's Design System Style Guidelines.
- Mocked up and prototyped all of the FinOps platform to be a working prototype.

Environment: Stakeholders Map, 1 on 1 Interviews with stakeholders, Customer Journey Map, Atomic Design, Figma, LoFi Mockup, HiFi Mockup, Prototyping, Testing, Research.

Project #2 [Client Verizon]: I was responsible for Redesigning the *One Cloud's Home Page and Menu UX & UI.
I was In charge of the redesign of the Homepage of One Cloud and the Menu used to navigate One Cloud and all of its branches.

Roles & Responsibilities: UX - UI designer

- Interviews with Stakeholders to understand their input about what Users have been telling them throughout the years of using One Cloud.
- Research on many different ways of presenting a Menu and not break the Mental Model in a way that complicates navigation to the User.
- Designed in Low Fidelity, the idea on how the new design will improve the overall UX to the user.
- We decided to use Adaptive and also fully customizable Home page to the users and Move the Menu from the top to the left side of the page.
- I made Mid and High Fidelity Mockups (I Made the HiFi Mockup into a fully clickable Prototype) to test 2 different variants of the Home Page and Menu redesign.
- I was responsible for the Design Handoff to the Tech Lead, PO and BO from Verizon's team because the implementation will take place in June.

Environment: LoFi Mockup, HiFi Mockup, Prototyping, 1 on 1 Interviews with stakeholders, Atomic Design, Figma, Adobe XD, testing, Research.

*One Cloud is the Internal Platform for Verizon employees.

Project #3 [Client Verizon]: I was responsible for Redesigning the *One Cloud's ChatBot's UX and Look and Feel, also worked on the Search Page's (Results page) UI.

Roles & Responsibilities: Lead UX - UI designer

- I used One Cloud's Chatbot to fully understand what was its capabilities, behavior and limitations of the current Chatbot that "lives in OneCloud"
- I researched for the best ChatBots in the market right now to see what helps the users in OneCloud, how to present it and suggested the overall behavior of the Chatbot towards the User.
- The Chat Look and Feel was also improved, evolving from a plain text look and feel, to actually have a Bubble chat conversation look and feel

Environment: HiFi Mockup, Clickable Prototype, Atomic Design, Figma, Testing, Research.

*One Cloud is the Internal Platform for the whole

#10 INFOVISION / Texas, United States.
Feb 2022 – Feb 2023
UX UI Designer

Project #1 [Client Verizon]: I was responsible for understanding the workflow of the platform called **EnGRAM** for requesting new projects through Verizon´s internal website. Designed New components that were required for improving the experience when using EnGRAM. Designed a complete admin panel for Manager Stakeholder Level so they can see and have an overall understanding of EnGram users and their involvement in each project they requested.

Roles & Responsibilities: Lead UX - UI designer

- Involved in empathizing with the Brand by understanding the current status of EnGram's workflow.
- Involved in the research process with another UX Designer teammate to identify User needs
- Involved in 1 to 1 interviews with Users, (Low level Users, Stakeholders and some managers in Verizon) to get a better understanding of the complexity and the main purpose of EnGRAM and where we needed to head it.
- Designed Most and major components based on Verizon's Design System Style Guidelines.
- Mocked up and prototyped all of EnGRAM's platform to be a working prototype.

Environment: Stakeholders Map, Persona cards, 1 on 1 Interviews with stakeholders, Customer Journey Map, Atomic Design, Figma, Adobe XD.

Project #2 [Client Verizon]: I was Involved in a project called **3D WiFi Analyzer**, In which, the Research team found that the users wanted to have improved connection throughout their home devices and Verizon with their 5G Routers, were able to provide a great solution by allowing the users add and administrate their devices at home with AR (Augmented reality), so the user will be able to map their devices at home. The app will be able to tell the user the signal strength that is provided to each device and make some suggestions about where to locate them in order to have better signal.

Roles & Responsibilities: UX - UI designer

- LoFi Prototyping.
- HiFi Prototyping based on Verizon's Design system Style Guidelines.
- Component design (Atomic Design) based on Verizon's Design system Style Guidelines.
- Make a working Prototype for testing and explaining to stakeholders.
- Testing and feedback collection about what works and what has to be improved.
- Rework (as needed).
- Design Handoff to Developer team to build the platform in a fast paced work environment.

Environment: Personas, 1 on 1 Interviews, Atomic Design, Adobe XD.

Project #3 [Client Verizon]: I was Involved in a project called **Conversational AI**, In which we build an AI that'll live in a tablet at most if not all of Verizon's stores (branches) and customers will be able to interact with it to find out what they need or want even before approaching a Verizon teammember. This AI has the capability of understanding (through voice or chat) user Technological-related needs and offer them the best solution and point the user to the right direction.

Roles & Responsibilities: UX - UI designer

- LoFi Prototyping.
- HiFi Prototyping based on Verizon's Design system Style Guidelines.
- Component design (Atomic Design) based on Verizon's Design system Style Guidelines.
- Make a working Prototype for testing and explaining to stakeholders and Project Manager.
- Testing and feedback collection about what works and what has to be improved.
- Rework (as needed).
- Design Handoff to Developer team to build the platform in a fast paced work environment.

Environment: Personas, Atomic Design, Adobe XD.

Project #4 [Client Verizon]: I was Involved in a project called **AI Environmental Sustainability System (AESS)**. The platform provides information to the user through a TV Screen on top of 3 specified trash bins, this AI has the capability of identifying, categorizing and indicating in which bin the user is supposed to drop the item. First, the camera sees the user approaching, It detects if the user has disposable items, it scans the items, it categorizes it and displays almost immediately on the screen, where to drop each and every item the AI sees.

I was in charge of designing the UI for the screen and also the Configuration (Settings) panel for the managers to be able to upload, edit and delete items as needed, also designed the Dashboard screen to identify where and which type of waste is disposed and how to improve based on those metrics.

Roles & Responsibilities: UX - UI designer

- HiFi Prototyping based on some basic Verizon's Design system Style Guidelines
- Make a working Prototype for testing and explaining to stakeholders
- Testing and feedback collection about what works and what has to be improved.
- Rework (as needed)

Environment: Personas, 1 on 1 Interviews, Adobe XD.

Project #5 [Client Verizon]: I was Involved in a project called **AR Factory of the Future**, In which I was responsible for designing the first approach of an interactive prototype of how the AR software will work for Factory owners to configure their "Smart Factory machines" to work seamlessly so they can understand at first hand, how Verizon's 5G improves everything in the assembly floor.

Roles & Responsibilities: UX - UI designer

- HiFi Prototyping
- Make a working Prototype for testing and explaining to stakeholders
- Testing and feedback collection about what works and what has to be improved.
- Rework (as needed)

Environment: Personas, 1 on 1 Interviews, Adobe XD.

Project #6 [Client Verizon]: I was Involved in a project called **Phone Trade Mobile**, In which There is a couple of channels involved, one is Verizon's App and the other is the Verizon's website and the main goal of this project is to provide a frictionless solution to users that want to get a new smartphone through Verizon's TradeIn program. The Journey begins digitally and provides an estimated value of their smartphones by taking some photos of the device and answering a few questions.

This implementation not only provides a nice way of giving the user valuable information like "Estimate Device value and Device condition" but also, allows Verizon to reach the users more options, some of them may be the right ones and the Users didn't even know they existed.

Roles & Responsibilities: UX - UI designer

- HiFi Prototyping
- Make a working Prototype for testing and explaining to stakeholders
- Testing and feedback collection about what works and what has to be improved.
- Rework (as needed)

Environment: Personas, 1 on 1 Interviews, Adobe XD.

#9 Entravision / Mexico City, Mexico.
Feb 2021 – Jan 2022
Lead UX UI Designer - UI Designer

Project #1: I'm the UX UI Lead responsible for **El Botón's** (www.elboton.com) **website and APP**, which is a major radio streaming service platform, a concentrator of radio stations in which you can listen to your favorite radio shows, Playlists and Podcasts.

Roles & Responsibilities: Lead UX - UI designer

- Involved in empathizing with the Brand by understanding the current status of the brand in the market by looking at some metrics provided by El Botón's Product Owner.
- Benchmarked the top radio and music platforms to identify best practices.

- I created a strong Design System based on Atomic Design for El Botón Brand.
- Designed the website of El Botón Responsive (Mobile, Tablet and Desktop) to achieve the best interaction possible regarding the device and the use case scenarios for the Consumer.
- Hand Off and follow up to the Dev team on building the website correctly.

Environment: Stakeholders Map, Persona board, Customer Journey Map, Adobe Photoshop CC, InVision, Zeplin, Atomic Design, Microsoft Word, Microsoft PowerPoint, Smartphones for audio recording.

Project #2: I'm the UX UI Lead responsible for the NBC **Palm Springs website**, which is a news company based in Palm Desert, California 92260.

Roles & Responsibilities: Lead UX - UI designer

- Involved in empathizing with the Brand by understanding the current status of the brand in the market by interviewing the Business Owner, News anchors and the PO.
- I did a benchmark analyzing the Do's and Don'ts from the market.
- I made sketches about possible solutions by applying Design principles based on great Accessibility and Human centered design best practices.
- I created a strong Design System based on Atomic Design for the NBC Palm Springs website.
- Designed the website of NBC Palm Springs Responsive (Mobile, Tablet and Desktop) to achieve the best interaction possible regarding the device and the use case scenarios for the Consumer.
- Tested and improved the 1st, and second Lo-Fi Prototypes.
- Hand Off and follow up to the Dev team on building the website correctly.

Environment: Stakeholders Map, Persona board, Adobe Photoshop CC, InVision, Zeplin, Atomic Design, Microsoft Word, Microsoft PowerPoint, Smartphones for audio recording.

Project #3: I'm the UX UI Lead responsible for **Noticias Ya website**, which is a news company for the latino market based in the US.

Roles & Responsibilities: Lead UX - UI designer

- Involved in empathizing with the Brand by understanding the current status of the brand in the market by interviewing the Business Owner, News anchors and the PO.
- I did a benchmark analyzing the Do's and Don'ts from the market.
- I made sketches about possible solutions by applying Design principles based on great Accessibility and Human centered design best practices.
- I created a strong Design System based on Atomic Design for the NBC Palm Springs website.
- Designed the website of NBC Palm Springs Responsive (Mobile, Tablet and Desktop) to achieve the best interaction possible regarding the device and the use case scenarios for the Consumer.

Environment: Stakeholders Map, Persona board, Adobe Photoshop CC, InVision, Zeplin, Atomic Design, Microsoft Word, Microsoft PowerPoint, Smartphones for audio recording.

#8 PlayaMia / Cozumel, Mexico.
June 2019 – Dec 2019
Head of UX - UI Designer / Sr. Service Designer.

Project #1: The Cozumel Trolley Tour project. PlayaMia's CEO had the idea of bringing to Cozumel Island a trolley tour service in which the Tourists (Mostly from the United states of America and all around the world) will be taking this tour to know and enjoy a professional guided tour.

Roles & Responsibilities: UX - UI designer / Team Lead / Design thinker

- Involved in empathizing with the Brand (project at that time) by understanding many things before starting.
- Worked with Directors and leads of the whole areas to communicate and make them part of the creation and understanding of the project with a Stakeholders Map, a we created a Proto-Persona, we filled a Project Vision Board, we did a Customer Journey Map, also a double Diamond board to identify the best solution for the right problem, and we did a MoSCoW Method (Prioritizing tool) to define the MVP of the project.
- Created Product Backlog, so the different areas understood where and when to participate on the project.
- Created benchmark of the different websites of Trolleys around the world and detected the best practices of them all, based on usability and heuristics, then we did a Card sorting with the customers that come to the park so we identified the possible content we needed to create for them to make them like our tour. I did a Tree Testing with US citizens to identify the structure of the website and its sections for the best usability.
- Tested with my team a LoFi wireframe to identify if the funnel we suggested was the best option to make sales of the tour (and it did).
- Involved in creating the design System for the Cozumel Trolley Tour Brand, which is a Digital Brandbook to be used by any designer and developer no matter where they are as long as they use the Design System based on Atomic Design for creating "screens" to improve the experience.
- I designed the home screen and the whole shopping kart experience of the Brand.

Environment: Stakeholders Map, Proto-Persona board, Product Vision Board, MoSCoW Method of prioritization, Customer Journey Map, Double Diamond Board, Product backlog for Sprint 0, Adobe Photoshop CC, InVision, Zeplin, Sketch App, Axure RP 9, Atomic Design, Microsoft Word, Microsoft PowerPoint, Smartphones for audio recording.

Project #2: Design system (UI) with an atomic design mindset for the team to use the styles and assets as quick as possible to rebuild the PlayaMia.com website.

Roles & Responsibilities: UX - UI designer

- I did the Design system of the brand based UCD.
- Defined the color style, font style, input styles of the brand with an Atomic Design methodology.
- Creator of this shared file to use within the team.

Environment: Adobe Photoshop CC, Adobe XD, Atomic Design, Microsoft Word, Microsoft PowerPoint, Smartphones for audio recording.

#7 Santander / Mexico City.
October 2018 – May 2019
UX - UI Lead / Service Designer.

Project #1: I got involved in a UI design Project in which me and my team (Designers, Dev's, Technical leads, PO, Scrum Masters) had to make an adjustment to the funnel of the **SuperDigital Account** for College and Employees that don't want to attend to a branch and rather apply for their card through our website.

Roles & Responsibilities: Ux - Ui Designer Team Lead.

- Empathize with the bank's goal by attending to some meetings with the stakeholders and team members.
- Designer of a Customer Journey Map to understand the opportunity areas to improve the experience of the customer's journey.
- I made a quick LoFi prototype to test the suggested funnel and content of the funnel.
- Designed the responsive prototype solution for testing.
- Responsible for redesigning the UI of the whole funnel.
- Created the prototype of the funnel to be ready for testing.

Environment: Customer Journey Map, Sketch App, Adobe XD, InVision, Zeplin, Smartphones for testing.

Project #2: Service Design project of Santander México called Estados de Cuenta (Billing statement) in which the bank had the need of making all the Digital and Non-Digital clients paperless because the printing and distribution price of the billing statement of those customers are almost 400,000 USD monthly.

Roles & Responsibilities: Ux - Ui Designer Team Lead.

- Empathize with the bank's goal by interviewing stakeholders.
- Responsible for the user research process by understanding the needs of the customers with 1 on 1 interviews, shadowing customers inside the bank branch.
- Designer of a Customer Journey Map by detecting all the digital and non-digital touchpoints the customer has with the bank.
- Responsible for designing the strategy to approach and convince the customer of becoming paperless with the research insights.
- Designer of the Prototype of the mobile app solution for testing.
- Responsible for redesigning the Billing statement of the bank.
- Account executive dialogue designer to approach and convince the customer to become paperless.

Environment: Stakeholders Mapping, MoSCoW Method of prioritization, Customer Journey Map, Adobe Photoshop CC, Adobe XD, Sketch App, Microsoft Word, Microsoft PowerPoint, Smartphones for testing.

Project #3: UX Design project of Santander México called "App de Incentivos" (Incentives App) in which the bank Need a platform for sales executives in bank branches in which you monitor your card sales, insurance and investments and with it you can channel the sales efforts to generate greater productivity in the bank branch.

Roles & Responsibilities: Ux - Ui designer / Team Lead.

- Empathize with the bank's goal (interviewing stakeholders).
- Responsible for the user research process by understanding the needs of the sales executives, sales managers, Branch Directors and Area Directors with 1 on 1 interviews, inside the bank branch and calls.
- Facilitator of a co-creative workshop along with the stakeholders and users to define the MVP.
- Designer of the information architecture and site map.
- Designer of the dashboard (UI) with an Atomic Design methodology.

Environment: Stakeholders Mapping, MoSCoW Method of prioritization, Customer Journey Map, Adobe Photoshop CC, Adobe XD, Sketch App, Microsoft Word, Microsoft PowerPoint, DSLR camera, GoPro camera and Smartphones for testing.

#6 TotalPlay / Mexico City.

April 2018 – September 2018
Lead UX - UI Designer / Jr. Service Designer.

Project #1: UX Design project of TotalPlay called Totalzone in which the company needed a digital platform (flashpage) to help the customers to connect to their own WiFi services in specific public areas like airports, parks, malls, etc.

Roles & Responsibilities: Ux - Ui designer / Team Lead.

- Understanding the company's goal through this possible solution (empathy).
- User research by applying shadowing technique and 1 on 1 interviews on the field (empathy).
- With the team, we detected the insights and prioritized the best possible solutions to be tested (define-ideate).
- Designed the Design System of the digital product based on Atomic Design methodology.
- Designer of the flashpage prototype.
- While me and my team were making Usability testing with users, I was in charge of making the storytelling of all the processes we've made to keep the stakeholders interested in our project so we can go to the CEO of the company with a strong argument of why the company needs this platform.
- Delivery of the final UI assets to the dev team and supervised the implementation.

Environment: Shadowing, Interviews, Usability testing (Quicktime, DU Recorder),Adobe XD, Sketch App, Adobe Photoshop CC, Atomic Design, Microsoft Word, Microsoft PowerPoint, DSLR and Smartphone camera.

Project #2: UX Design project of TotalPlay called Socios TotalPlay (TotalPlay Partners) in which any user could sell TotalPlay services in the area.

Roles & Responsibilities: Ux - Ui designer / Team Lead.
- Complete understanding of the goal of TotalPlay with this app.
- Detected the true value offered to the user by this possible solution.
- Raise the different cases in which the product could be used.
- Investigate in depth the true needs of the user regarding the application.
- I designed a Customer Journey by detecting the different contact points in the use of the application at a conceptual level.
- Designed the UI and the Micro-interactions of the App.
- Prototyped the app for testing.
- Tested the app on the field.
- Delivery of the final UI assets to the dev team and supervised the implementation.

Environment: Interviews, DU Recorder, Sketch App, Adobe Photoshop CC, Adobe XD, Microsoft Word, Microsoft PowerPoint, DSLR camera.

#5 CitiBanamex / Mexico City.
September 2016 – April 2018
Sr. Visual Designer / Sr. UX - UI Designer.

Project #1: UX UI Designer of the offers site of Citibanamex website in which the partners of the bank place their offers for the users.

Roles & Responsibilities: Visual Designer / Ux - Ui designer.

- Redesign of the promotion's website of the Citibanamex portal.
- Visual design of offers of the site of Citibanamex.
- Contact with the bank to update and maintain existing offers.

Environment: Interviews, Sketch App, Adobe Photoshop CC, Adobe XD, Microsoft Word, Microsoft PowerPoint.

#4 Vangard / Mérida, Mexico.
August 2015 – August 2016
Sr. Visual Designer / Jr. UX - UI Designer.

Project #1: Designer of UI products, publicity campaigns and visual design of many well-known beer brands in the area like Cerveza Victoria (Victoria Beer), Grupo Modelo, Montejo and Los de Pescado which is a seafood restaurant.

Roles & Responsibilities: Visual Designer / Ux - Ui designer.

- Visual designer of the brand's social network posts.
- UI designer of a website with gamification concept for Victoria Beer brand.
- Visual design lead of the Xmatkuil fair 2015.
- Designer of the Communication line of Montejo Carnival 2016.

Environment: Adobe Muse, Adobe Photoshop, Illustrator, Microsoft Word, Microsoft PowerPoint, DSLR camera.

#3 Gráfica WEB / Mérida, Mexico.
January 2014 – July 2015
Jr. Visual Designer / Jr. UI Designer.
Project #1: Designer of websites, publicity campaigns and print materials for clients.

Roles & Responsibilities: Visual Designer / Ui designer.
- Web designer.
- Visual design of publicity.
- Photographer
- Printer
- Design project salesperson

Environment: Adobe Muse, Adobe Photoshop, Illustrator, Microsoft Word, Microsoft PowerPoint, DSLR camera.

#2 SEDUMA / Mérida, Mexico.
July 2013 – September 2013
College student / Graphic Designer.

Project #1: SEDUMA (Ministry of Urban Development and Environment) needed a solution for making the kids of schools to pay attention and really understand the importance of taking care of the planet, understanding the damage we do to the planet by not separating nor recycling our garbage and how to be part of the solution.

Roles & Responsibilities: Graphic Designer.
- Identify which is the real problem that SEDUMA is facing.
- Detected the content that the kids consume this day and what gets their attention
- Designed a possible solution (Multimedia Prototype).
- Tested it with the kids and made a quick test for them to see if it really works.

- Created a full video to give SEDUMA the right tool to communicate to the kids.

Environment: Adobe (After Effects, Premiere, Photoshop, Illustrator), Microsoft Word, Microsoft PowerPoint, DSLR camera, Handcrafted paper characters to be animated.

#1 Yucatán (State Government) / Mérida, Mexico.
July 2012 – June 2013
College student / Graphic Designer.

Project #1: The Secretariat of Communications and Transportation (SCT) needed a solution to give the users an easy and a friendly way to understand the routes of the buses of the public transportation service and possible connections to get from one place to another inside the city.

Roles & Responsibilities: Graphic Designer.
- Understanding the SCT problem and the need.
- Detected the user needs, pain points and opportunity areas of innovation in the solution.
- Stakeholder interview (SCT Lead) to really understand if the ideation process is going well according to their capabilities of development and implementation.
- Detected that the MVP should mainly connect routes between universities, parks and museums in the city.
- Designed the look and feel of the website (UI)
- Prototyped a solution of a responsive website and delivered the UI assets to the SCT so they could develop and be implemented.

Environment: Interview, Customer Journey, Photoshop, Illustrator, Microsoft Word, Microsoft PowerPoint.

FREELANCE PROJECTS

#1 Cozumel For Fun / Cozumel, Mexico.
December 2019 – January 2020
UX UI Designer

Project #1: This is a freelance project that I was involved in, I created the brand logo and the Design System (Digital brand book) for the company. I also made a quick prototype in Adobe XD so I was able to test the usability and the funnel of the website.

Roles & Responsibilities: Service Designer.
- Project analysis (Stakeholder interviews, detecting client's objectives and goals and service).
- I made a Persona board.
- I did a Benchmark analysis of the actual market in Cozumel to understand some trends on the island transportation services.
- Detected that price and customer service are the main factors for a booking decision, also the activities of the tours.
- Prototyped at high fidelity.
- Tested the prototype.
- Got some interesting insights like: The menu button isn't good at the top because nowadays, the smartphones are getting bigger and hands aren't.

- Designed a whole UI Design System for the brand
- Created the Funnel of the Website.
- Designed the home screen and shopping kart of the Website.
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Environment: 1 on 1 Interviews, Archetype definition (Persona), Adobe Photoshop CC, Adobe XD, Microsoft Word, Microsoft PowerPoint, Smartphone camera.

#2 Mercadoni / Mexico City.
June 2018 – August 2018
Service Design consultant.

Project #1: Service design consultancy for the improvement of Mercadoni service, which is an application in which any user can make supermarket purchases online, Mercadoni needed to reach more customers and make the ones that they already consumed their service to come back and make them loyal to the brand.

Roles & Responsibilities: Service Designer.
- Project analysis (Stakeholder interviews, detecting client's objectives and goals and the actual user of their service).
- Creation of archetypes, understanding the user needs, motivations, habits, pain points, gain points and motivations.
- Creation of an Empathy map to really know where Mercadoni is located in the user's mind and detecting opportunity areas to improve in the service.
- Benchmark (Analysis of the actual market in Mexico City to detect opportunity areas, best and bad practices to approach through the best solution for the user based on his needs).
- Detected that practicality as a competitive factor and confidence as an innovation factor was the best strategy to increase the market and making a user into a frequent or loyal user.
- Defined the MVP (Potential and functional solutions in which this particular case was the improvement in some features of the App that they already have).
- Prototyped at medium and high fidelity.
- Tested the prototype and told the conclusions, recommendations and next steps.

Environment: 1 on 1 Interviews, Archetype definition, Stakeholders Mapping, Empathy map, Customer Journey Map, Service Blueprint, Adobe Photoshop CC, Adobe XD, Microsoft Word, Microsoft PowerPoint, DSLR camera, Smartphone camera.

#3 Necesito Doc (I need a doctor) / Mexico City.
September 2017 – December 2017
UX - UI Consultant.
Project #1: UX - UI consultancy Necesito doc (I need a doctor) for the creation of a mobile platform for medical consultations.

Roles & Responsibilities: UX- UI designer.
- Project analysis (Stakeholder interviews, detecting client's objectives and goals).
- Benchmark (Heuristic analysis of the actual market in Mexico City to detect opportunity areas to approach the solution).
- User research (Understanding the user needs, creation of proto-personas scenarios and storyboards).
- Define MVP (Potential and functional solutions).
- Prototyping at medium and high fidelity.

- Usability testing of the prototype and detection of improvement.
- Closing by telling the conclusions, recommendations and next steps.

Environment: Stakeholders Mapping, Interviews, Heuristic analysis, Customer Journey Map, Storyboard, Personas, Adobe Photoshop CC, Adobe XD, Sketch App, Microsoft Word, Microsoft PowerPoint, DSLR camera, Smartphone camera.