



Profile

Data-driven designer with 9 years of experience working on active products and services on the market and startups at the very early stage with cross-functional teams.

Experience

Senior UX/UI Designer, PLS | Pittsburgh, PA | Sep 2017 - Present

- ✓ Created user profiles, user journeys and wireframes with MindNode and Balsamiq.
- ✓ Created mockups and interactive prototypes using Axure, Adobe XD and Invision.
- ✓ Designed and developed responsive user interfaces using Sketch and Bootstrap.
- ✓ Generated design guidelines and specs for the developers team using Zeplin.
- ✓ Worked with Business Analysts to collect requirements and create user stories.

Senior UX/UI Designer, Caffenio | Hermosillo, Mexico | Feb 2017 - Aug 2017

- ✓ Redesigned the [self-ordering screen](#) UI and increased user satisfaction (+43%).
- ✓ Improved the conversion rate of the ecommerce funnel (+22%).
- ✓ Conducted [user research](#) to detect pain points in the user experience.
- ✓ Created UX artifacts like personas, interaction diagrams and wireframes.
- ✓ Performed [usability testing](#) to collect quantitative and qualitative data.

Senior UX/UI Designer, ClearMechanic | Vallarta, Mexico | Aug 2016 - Jan 2017

- ✓ Designed responsive information dashboards and data visualization screens.
- ✓ Conducted A/B testing and surveys to collect user feedback.
- ✓ Worked with Bootstrap and mobile design guidelines for iOS/Android.
- ✓ Implemented Web Content Accessibility Guidelines.
- ✓ Worked with iterative development methodologies like Agile and Scrum.

UX/UI Designer, Onliners | Hermosillo, Mexico | Apr 2014 - Jul 2016

- ✓ Created wireframes, layouts and pixel perfect designs for landing pages.
- ✓ Worked with Bootstrap, HTML and CSS to create responsive websites.

Web designer, Evolve Media LLC | Hermosillo, Mexico | Sept 2010 - Mar 2014

- ✓ Designed interactive advertising campaigns on multiple websites.
- ✓ Created storyboards and detailed instructions of the interactive ad units.

Web designer, Optimiza | Hermosillo, Mexico | Apr 2008 - Aug 2010

- ✓ Designed websites and validate cross browser compatibility.
- ✓ Worked with fundamentals of SEO and implemented Google Analytics.

Web designer, Quepasa.com | Hermosillo, Mexico | Jan 2007 - Mar 2008

- ✓ Created websites previews and mockups using Adobe Photoshop.
- ✓ Worked with marketing strategies to design advertising material.

Education

Bachelor's Degree in Graphic Design, 2007. Universidad del Valle de México.

Skills

User Research
Information Architecture
Information Design
Interaction Design
Wireframing
UI Design
Visual Design
Prototyping
Usability Testing
Data Analysis
Problem-solving
Great attention to detail
Teamwork
Effective Communication
Agile Methodology
SaaS
WCAG
HTML
CSS

Tools

Sketch
Zeplin
Invision
Axure
Marvel
Flinto
Photoshop
Illustrator
Trello
Jira

Certificates

[Google Analytics](#)
[UX Design](#)

Languages

English
Spanish