



Andrey Estrada

UX/UI Designer

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Profile

10+ years of experience working with cross-functional teams to deliver high-quality products, focusing on data-driven design for active products/services on the market and startups.

I've worked in different industries, including financial services, educational technology, logistics, and e-commerce.

My professional experience includes working on diverse projects such as web applications, learning management systems, dashboards, and customer-oriented experiences.

Experience

 **Senior UX/UI Designer** Nov 2024 - Present
Vado Devs Hybrid

- ✓ Designing [user interfaces](#) for web and mobile apps using Figma.
- ✓ Working with mobile design guidelines for iOS/Android.
- ✓ Creating [wireframes](#) and [interactive prototypes](#) with Figma.
- ✓ Working with business analysts, stakeholders, and software engineers.

 **Senior UX/UI Designer** Aug 2023 - Jul 2024
Cetera Financial Group Remote

- ✓ Designed [user interfaces](#) using design systems in Adobe XD and Figma.
- ✓ Worked with mobile design guidelines for iOS/Android.
- ✓ Created [wireframes](#) and interactive [prototypes](#) with Figma.
- ✓ Worked with business analysts, stakeholders, and software engineers.

 **Senior UX/UI Designer** Sep 2021 - Dec 2022
Fidelity Information Services, Inc. Remote

- ✓ Created [user task flows](#), wireframes, and high-fidelity [prototypes](#) with Figma.
- ✓ Worked with business analysts, stakeholders, and developers in Agile.
- ✓ Designed [user interfaces](#) with design systems in Adobe XD and Figma.
- ✓ Worked with Web Content Accessibility Guidelines.

 **Senior UX/UI Designer** Jul 2020 - Aug 2021
Wisetail Remote

- ✓ Worked with a cross-functional team using Sprint methodology.
- ✓ Created [wireframes](#) and [prototypes](#) with Figma for usability testing sessions.
- ✓ Worked with design systems, interface specifications, guidelines, and standards.

 **Senior UX/UI Designer** Oct 2017 - May 2020
Pittsburgh Logistics Systems Pittsburgh, PA

- ✓ Created [user profiles](#), user journeys, and [wireframes](#) with MindNode and Balsamiq.
- ✓ Created mockups and interactive [prototypes](#) using Figma, Sketch, and Invision.
- ✓ Generated design guidelines and specs for the development team using Zeplin.
- ✓ Led a team of UX and UI Designers in a user-centered design process.

 **Senior UX/UI Designer** Feb 2017 - Sep 2017
Caffenio Hermosillo, Mexico

- ✓ Conducted [user research](#) to identify pain points in the user experience.
- ✓ Redesigned the [self-ordering screen](#) UI and increased user satisfaction.
- ✓ Performed [usability testing](#) to collect quantitative and qualitative data.
- ✓ Improved the conversion rate of the e-commerce funnel.

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

- ✓ Designed information dashboards and data visualization screens.
- ✓ Conducted A/B testing and surveys to collect user feedback.
- ✓ Worked with mobile design guidelines for iOS/Android.

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

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

 **Web Designer** Sept 2010 - Mar 2014
Evolve Media LLC Hermosillo, Mexico

- ✓ Designed interactive advertising campaigns for different websites.
- ✓ Created storyboards and detailed instructions for the interactive ad units.

 **Web Designer** Apr 2008 - Aug 2010
Optimiza Hermosillo, Mexico

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

Education

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

Skills

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

Tools

Sketch
Zeplin
Figma
Adobe XD
Invision
Axure
Marvel
Flinto
Photoshop
Illustrator
Trello
Jira

Certificates

[Google Analytics](#)

UX Design

Languages

English
Spanish