Moisés v.r. UXUI DESIGNER

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EXPERIENCE

Daltum System (CONTPAQi) - UXUI Designer
March 2022 - Current

Conducted analysis of digital products using Optimal Workshop tools and led user interviews to gather actionable insights. Specialized in UI component development, including first-click testing, card sorting, and tree testing. Developed both low and high-fidelity wireframes and prototypes in Figma, designed components for scalable design systems, and provided Figma training for Product Owners. Skilled in applying Design Thinking methodologies.

Venteks - UXUI Designer
July 2018 - april 2022 · 3 years and 10 months

Led the end-to-end design and development of websites and applications from concept to launch. Applied Design Thinking phases to streamline user-centered design processes and conducted usability testing with end-users. Proficient in WordPress (Elementor + Plugins), HTML, CSS, and creating low- and high-fidelity wireframes in Figma.

Provida - Graphic Designer
July 2017 - june 2018 · 1 year

Designed a variety of branding assets, including social media graphics, business cards, logos, and print materials. Developed cohesive branding strategies and maintained consistency across digital and physical media.

COURSES

- Introduction to Web Accessibility (edX - W3Cx): Gained foundational knowledge in accessible design principles for creating inclusive digital experiences.
- UX & Front-End Development (Bedu): Developed skills in web design and digital content creation with a focus on user experience and multimedia resources.
- Digital Product Design with Lean UX (Domestika): Applied Lean UX methodologies to streamline design processes and create user-centered products.

EDUCATION

Bachelor's Degree in Lic. en diseno para la comunicación grafica (Centro Universitario de Arte Arquitectura y Diseño, Universidad de Guadalajara)

ABOUT

With over 4 years of dedicated experience in user-centered design and digital product development, I am a creative, proactive, and results-driven UX/UI designer. My strengths lie in crafting intuitive user interfaces, conducting usability testing, and employing Design Thinking to deliver solutions. I am passionate about creating experiences that resonate with users and drive product success.

SKILLS

Visual Design – Expertise in creating aesthetically pleasing and cohesive interfaces.

Prototyping & Wireframing – Proficient in translating concepts into interactive prototypes and wireframes.

Design Systems & Atomic Design – Experienced in building and maintaining scalable design systems and applying Atomic Design principles.

Usability Testing – Conducted usability testing sessions to identify pain points.

Design Thinking & Lean UX – Practiced in Design Thinking methodologies and Lean UX principles to foster user-centered solutions.

User Research – Conducting user interviews, surveys, and usability tests to validate design decisions.

TOOLKIT

- **Figma & FigJam**
- **Optimal Workshop**
- **Adobe Illustrator & Photoshop**
- **HTML/CSS**