

# ANDRES GUERRERO UX DESIGNER

www.uxcentric.design  
andres.guerrero@uxcentric.design  
(954) 487 0785  
linkedin.com/in/andresguerrero/

## Skills

### UX Methods

Quantitative Analysis  
Prototyping  
Usability Testing  
Heuristic Analysis  
Surveys

### Tools

Sketch  
Axure  
inVision  
HTML/CSS  
JavaScript  
Bootstrap  
GIT

### Certifications & Courses

Nielsen Norman Group UX Certificate  
Google Analytics  
Version Control with GIT - Udacity

### Languages

English  
Spanish

## User Testing Design Assets

*Temporary*

*Alpha Design*

Based on user researchers' experiments requests or information provided directly by clients, I crafted assets to be tested with real users through Alpha's platform. The deliverables were intended to test effectiveness, efficiency, and satisfaction. The kind of assets developed were fully interactive prototypes on Axure, clickable user flows on inVision, and statics images to compare between them.

## UX Designer (Mobile and Tablet)

*December 2017 – June 2018*

*E-commerce Pharmacy Guadalajara*

Designed the interaction for mobile channels, taking as reference the already defined desktop experience, I adapted information architecture and micro-interactions to improve usability and optimize constraints of mobile devices. The most important updates were made in the checkout flow, where I helped to balance business requirements and user needs to deliver a more usable and flexible purchase process.

I used Sketch and Axure to create deliverables for business and technical stakeholders, since it was intended to be a responsive eCommerce design, Axure helped me to get feedback and document the design and interaction expectations at different resolutions.

## UX Lead

*January 2016 – December 2016*

*E-commerce Interjet airline*

Designed a new eCommerce experience. By interviewing stakeholders and conducting quantitative research, I detected and documented the most important problems that Commercial teams and customers were struggling with because of the usability issues on eCommerce.

As the first UX designer, I was asked to foster the importance of a user-centered approach around business decision making, later on, it led me to create and lead the first internal UX team.

## **Front End Development & UX Consultant**

*E-commerce SEARS*

*March 2015 – October 2015*

Translated into HTML/CSS and JavaScript (jQuery) the entire package of the eCommerce redesign, from browsing flow and checkout pages to transactional emails.

My previous experience as UX lead for an eCommerce project and after being involved in an ATG Oracle Commerce replatform, I could serve as a communication bridge between design and technical teams as well as provide advisory about eCommerce usability best practices.

## **UX Manager**

*E-commerce Liverpool*

*November 2011- December 2014*

Participated in the design of a brand new User Experience based on the new capabilities of the ATG Oracle Commerce out-of-the-box project, with features such as filtering, faucets, multi-level navigation, checkout options, among others, this redesign brought the opportunity that for the first time, start to balance commercial and user needs.

User testing and card sorting sessions provided invaluable insights to create a new information architecture, which improved the main menu navigation and findability, as well as usability on the checkout process.

The results after that big redesign led me to create and lead the first UX Design team, which helped to create an iterative plan of improvements, increase the operative reach with internal clients, and started an important influence of a user-centered design approach around the technical and business decisions.

## **Front End Developer**

*Codice Digital Marketing Agency*

*November 2011- December 2014*

Translated design mockups and guidelines from UX team into HTML/CSS and JavaScript (jQuery), ensuring cross-browsing compatibility and following best practices optimization to increase speed and overall performance.