**Mario Antonio Aceves Verges**

**UX/UI Full Stack Designer**

UX Portfolio: <https://www.behance.net/marioaceves>

**Professional Summary:**

* 14+ years of experience in UX/UI Design, UX Research, Graphic Design, Web Design, Digital marketing and Neuromarketing.
* 8+ years’ experience of UX, UI, Customer Experience, User-centered Design, Web and Mobile Design, and Design Research.
* Strong skills on research from data and statistical analysis to set expected scenarios by measuring KPI’s performance and forecasting
* Strong graphic design skills, experience with print media and marketing.
* Hands on experience in designing Information Architecture for Web and Mobile Apps and responsive websites as well as practical experience in web development for multiple browser compatibility using HTML5 and CSS3.
* Experience in design systems for reusable modules in Web Design.
* Versed in color theory, interaction design, usability, accessibility according to WCAG standards, and functionality principles.
* Practical experience with leading-edge Web 2.0 technologies including PHP, CSS, JavaScript, XML, API Integrations.
* Practical experience coding ADA compliance and 508 Standards websites.
* Front end development using technologies such as PHP, Apache, MySQL, HTML4/5, CSS2/3, jQuery (for DOM handling), JavaScript (for DOM handling) and Angular.
* Fluent in building user personas, tracing user journeys and storyboards.
* Experienced in Research, Wireframing, and Prototyping for Web and Mobile Apps based on material design guidelines for IOS and Android as well as current trends for responsive web design.
* Extensive background in Interaction Design, Web Design and UX Design.
* Adept at developing wireframes and creating mockups using prototyping tools such as Adobe XD, Figma, InVision, AXURE, BALSAMIQ and Sketch. Strong proficiency in SEO, SEM and Data Analysis using Google Analytics as main tool.
* Liaise with digital marketing campaigns and inbound marketing strategies.
* Experienced working in Branding and Digital Marketing, as well as developing strategies based on the analysis of quantitative and qualitative data to improve a product or service.
* Experience working with fast-paced digital companies as well as startups.
* Strong background in hand drawing illustration to create clear visual concepts from the scratch.
* Great ability to create clear and efficient user flows and present them through sketches, wireframes and prototypes.
* Solid knowledge about Responsive Design and Mobile patterns (both iOS and Android).
* Demonstrated ability to adapt to new software apps, environments and workflows.
* Passionate about current design and technology trends, design as strategy and user driven design.
* Passionate about human behavior and mind drivers’ processes related in decision taking.
* Team player with highly developed problem-solving skills; multitasking, organized, detail oriented and proactive. I believe in promoting a cooperative working environment that encourages participation and the merger of different visions that focus on improving the final product.
* Inspiring leader in team coordination by hearing, encouraging, and mentoring each member for self-driven and shared goals.
* A dynamic, self-trained UX Designer with highly developed technical, storytelling and communication skills, capable of working alongside Stakeholders, Product Owners and Developers, while translating their goals and needs into effective products that align with their business strategies.
* Experience in working in fast paced, multidisciplinary teams that value efficient workflows and quick, tangible results.
* Active and continuous self-learner opened to embrace and share knowledge.
* Strong understanding about correlation and transferring between different systems, for instance, apply physics principles into user research, such as Schrödinger’s uncertainty principle to identify levels and limits about what we want to learn and solve.

**Technical Skills:**

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| **Graphic Design** | Adobe Illustrator CC, Adobe Photoshop CC, Adobe Flash/Animate, Sketch |
| **Wireframing and Prototyping** | Adobe XD, Figma, MarvelApp, In Vision, Balsamiq, Axure, OmniGraffle |
| **Web Design** | Visual Studio Code, Brackets, Sublime, Notepad ++, Adobe Dreamweaver CC |
| **Content Management** | WordPress |
| **Languages and Frameworks** | HTML5, CSS3, JavaScript, jQuery, XML, Bootstrap, Materialize, UI Kit, Angular |
| **Desktop Publishing** | Microsoft Office, Keynote, Numbers, Pages. |
| **Browsers** | Safari, Chrome, Opera, Firefox, and mobile browsers. |
| **Operating Systems** | MAC OSX, IOS and Windows. |
| **Team communication** | Email clients, Skype, Slack, TeamViewer. |
| **Project Management** | Trello |
| **Analytics** | Google Analytics, Crazy Egg |

**Education:**

* Bachelor’s in Marketing, CENEVAL, Mexico City, 2014
* Bachelor of Arts in Graphic Design Universidad Autonoma Metropolitana, Mexico City, 1994

**Professional Experience:**

**CTDS State of Connecticut, Hartford CT August 2021 – Current**

**Senior UX/UI Digital Designer**

**Project Description:**

Design, development, improvement and maintenance for government and state agencies portals and pages, based on stakeholder requests and in collaboration with content, research and product management teams.

**UX:** Our team works on improving design system, to get a consistent library according to state and individuals needs and relationship.

**UI:** In the team, we use to work based in a fast-paced agile environment and we harness the installed capabilities from the available frameworks such as Bootstrap, Materialize or UI Kit to build a stable design system and then proceed to adapt libraries and elements for the brand needs. This allows us to shorten times and resources as well as provide fully usable interfaces to our end users.

**Responsibilities:**

* Regular meetings with content and research teams to understand agencies and departments requests.
* Generate web page wireframes based on real content using Adobe XD, wireframing sharing and work on improvements according to comments.
* Translate Adobe XD wireframe to Sitecore stage environment according to available components in order to set up the best digital solution for end user.
* Widespread Experience on accessibility standards& laws and code core components: HTML, CSS, Java script, WCAG 2.0, WCAG 2.1, ADA.
* Assist development team on page deployment from stage to authoring by adjusting required details on the road.

**Environment:** Adobe XD, Confluence, Jira, Sitecore.

**MVStv / Dish, Dallas TX Jun 2016 – Aug 2021**

**Senior UX/UI Designer, Interactive manager**

<https://dish.com.mx/>

<http://www.mvs-marketing.com/>

<https://studiomvs.tv/>

<https://mvstv.com/>

**Project Description:**

As Interactive Manager, I oversaw managing the assigned digital projects with the support of a team of professionals and putting hands to work in three strategic areas, with the aim of ensuring the correct performance of the product, the expected results and the application of improvements in a timely manner. Our design process is centered in the premise of understand the core of needs and issues to find the proper solution for each challenge. All this by a research-prototype-testing process that is translated into defined and measurable products, which help our final users to accomplish their goals as well as our brand objectives.

Our design process is centered in the premise of understand the core of needs and issues to find the proper solution for each challenge. All this by a research-prototype-testing process that is translated into defined and measurable products, which help our final users to accomplish their goals as well as our brand objectives. Our efforts become into defined and understandable deliverables facing defined parameters, where we are able to attend our stakeholders requirements such as successful marketing campaigns; due our methodology where we identify well profiled segments and supply solutions on different levels and formats; from a single landing page to complex mobile and web applications.

We adopted the redefine, remodel and rebuilt by quarters to give our users the best experience as possible, contributing with a key asset: create community.

**UX:** Our team use to get the most accurate approach to our user needs by continuous monitoring of the digital products to detect pain points insights. Once detected, we proceed to an iteration process based in one-on-one interviews, prototype testing, improvement apply and product re-release.

**UI:** In the team, we use to work based in a fast-paced agile environment and we harness the installed capabilities from the available frameworks such as Bootstrap, Materialize or UI Kit to build a stable design system and then proceed to adapt libraries and elements for the brand needs. This allows us to shorten times and resources as well as provide fully usable interfaces to our end users.

**Data analysis:** We use to work with Google Analytics as the main tool to the digital products performance measurement; combined with CrazyEgg in order to understand the user behavior as well as identify opportunities to develop and provide value added services, both are our main data source for a desk research process. The mix of quantitative and qualitative data gave us the correct proportion between expected services for the user as well as a balanced commercial opportunity for monetizing with better results based in a well-matched segmentation.

**LEAN methodology:** We adopted LEAN as our core methodology, due the flexibility and easiness to integrate our users and stakeholders into a clear as well as fast paced way to understand a problem and improve it in a controlled environment.

**Responsibilities:**

* Regular meetings with stakeholders (Marketing, Networks, and Corporate image) to understand needs and procedures involved in Dish and MVS digital development.
* Generate web page wireframes using Adobe Illustrator and Adobe XD.
* Create compositions based on proposed wireframes using Photoshop.
* Prototyping with Marvelapp, the tool was determinant to the team for applying user testing for product iteration, before launching your MVP.
* Marvelapp prototype delivery to remote users, to conduct user tests. We conducted and synchronize sessions by Skype with screen sharing function in order to identify key points for product improvement.
* For an efficient collaborative work with our MarvelApp projects, out teamwork adding the design in Dropbox and each team member always have the last updated project version.
* The use of Marvelapp was helpful for showing the whole product concept to our stakeholders, also reduced our prototypes delivery time due the easiness by using it with Photoshop and Illustrator.
* Prototyping using CSS, jQuery and HTML.
* Use CSS for responsive design.
* Web Project administration and management using Visual Studio.
* Daily SCRUM stand-up and biweekly sprint planning on large projects.
* Task management and reporting using Trello and Freedcamp.
* Assist in overall application testing for web app launch.
* Work in app demo and training support.
* CrazyEgg and Google Analytics data monitoring and interpretation for web application improvement.
* Front end development for landing pages (HBO, FOX, Discovery, etc.) and local websites.
* Navigation flowchart and card sorting for site architecture, wireframing and mock-up development.
* Teamwork coordination based on SCRUM Agile methodology and Jesse James Garret UX model.
* UX research, UI testing, Design thinking and applied Neuro marketing techniques.
* Design, plan and developed UX/UI final user tests for data analysis (quantitative-qualitative).

**Environment:** Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma, MarvelApp, Trello, Slack, OmniGraffle, Draw.io, Google Analytics, CrazyEgg, Visual Studio Code, Github, Wordpress, Angular, Ionic.

**Mobile Affiliates, London, UK – Mexico City May 2014 - Jun 2016**

**Senior UX/UI Designer**

<https://www.behance.net/gallery/73874905/Geoalertas-mockup>

**Project Description:**

Due the dynamic structure of Mobile Affiliates, I got the chance to be involved in diverse projects. From adapt an active customer service app in UK and Australia to the Mexican market; design and deliver a marketing campaign from the scratch based in SEO and a landing pages network; developing a motorcycle renting service for BMW Motorrad; conduct the user research, user experience tests and delivering the assets for a local government security system based in geolocation as well as coding responsive web design for a POS platform.

Each project allowed me to understand a significant number of needs and information for different kind of users and reinforce my skills of adaptation, flexibility, problem solving and learning capabilities by knowing and implementing new methodologies and technical assets over the way.

**Responsibilities:**

* UX/UI development for proprietary software. Using Bootstrap, jQuery mobile and Hammer.js for responsive web design (RWD) solution into web applications.
* Styling for XML to HTML transformations.
* Design Thinking techniques and Benchmarking for product improvement.
* Digital advertising and graphic stuff development, improved as well through Neuro marketing techniques to a better UX process improvement, best value offer and growing profitability.
* Tasks coordination for a team of 4 chat operators.

**Environment:** Adobe Illustrator, Adobe Photoshop, Sketch, HTML, CSS, JS, Bootstrap, TeamViewer, Microsoft Office, Angular.

**Siscon Systems, Mexico Jan 2013 – May 2014**

**Web Designer, Senior UX/UI Designer**

**Project Description:**

Responsible for UI Design and Front-end development for web applications on a assigned project. Such as API INFONAVIT, where the main goal was to solve a business need for provide a quick-easy to use tool to their clients, who need to response and receive specific information to get a house loan. The INFONAVIT clients get faster answers, and in addition the institution increases their credit client portfolio.

Due the accuracy on the UI/UX work, was possible to reduce the time to apply for an online credit diagnostic from 15 to 7 minutes, besides to turn complex and technical information into understandable concepts for the product user. This effort meant an increase in monthly average request of house loans in the order of 5%.

**Responsibilities:**

* Weekly meetings with product owner, in order to understand, translate, apply and improve project requirements.
* Functional website layout with HTML-CSS-JS languages and semantic web building practices.
* Front end development for “API Infonavit” project, improving user experience by usability and accessibility main rules, keeping site visibility with cross browsing techniques in project integration.
* As well, look and feel proposals with navigation flow as wireframing layout; to achieve the user visual needs.
* Front end module development through HTML-HTML5 and JS-jQuery mix.
* Project integration using Bootstrap as responsive framework for mobile devices.
* Member of inner innovation committee focused in tech solutions and marketing issues.

**Environment:** Adobe Photoshop, Adobe Illustrator, HTML5, CSS3, Bootstrap, PHP, jQuery, JavaScript, Wordpress, Google Analytics, Google Maps.

**Consultoria TI, Mexico City Jan 2012 - Nov 2012**

**Senior Web Designer**

**Project Description:**

Inplant consultancy for web design department on an assigned project. This assignment was important because I had been responsible for introducing and applying the usability and RWD concepts into the company flow, assuming a role as **“evangelizer for web design best practices”.**

**Responsibilities:**

* Functional website layout for Mexichem digital properties, to expand internal and external communication needs for investors, employees and general outside users. The effort was focused into 3 dimensions: Paradigm changing about tables as main web design structure; usability standard applied for their intranet and their external sites; and a first approach to mobile users through responsive web design.
* All projects had developed with HTML-HTML5, CSS-CSS3, JS-jQuery; sometimes Flash was used for specific requirements.
* Also, the projects included digital marketing improvements, mainly for SEO and SEM integration.

**Environment:** Adobe Photoshop, Adobe Illustrator, HTML5, CSS3, PHP, jQuery, JavaScript, Google Analytics, Google Maps, Microsoft Office.

**GoNET, Mexico City Mar 2010 – Jan 2012**

**Senior Web Designer**

**Project Description:**

Responsible for web application UI development and improvements for diverse projects on private companies, such as Pfizer, Aeromexico, and Bancomext. In this role, I broke the paradigm of using Flash ActionScript as main solution for UI development, changing this practice by the regular use and implementation of jQuery. Also, I contributed in a philosophy transformation related on front end development, changing tables by divs, and inline CSS by structured stylesheets independent files.

**Responsibilities:**

* Website layout with HTML-CSS- JS/JQuery, and Wordpress customizing for Mexican and American companies.
* Usability and cross browsing focus for a righteous user experience on different web browsers.
* Digital marketing activities related to website optimization for SEO tasks; as well as a link building network to increase visibility on search engines.
* Looked and felt proposal development until Flash - HTML - CSS - jQuery modules required for corporate and internal web solutions.
* Graphic design material for printed corporate solutions, for instance: Brochures, flyers and big format needs.

**Environment:** Adobe Photoshop, Adobe Illustrator, Adobe Flash, Microsoft Office.

**Love Care Institute, Germany - Mexico City Jul 2009 – Feb 2010**

**Web Designer**

**Project Description:**

This was my first project where I worked with an international team: a French developer and a German project leader. The challenge consisted in take part of a multicultural vision and congregate a common vision about a solution. Also, I faced continuous challenges that required a fast learning for develop and implement HTML-CSS and JS solutions for a better web application. Besides, I got a first immersion into SEO and SEM practices which I learn and improved for their use on future projects.

**Responsibilities:**

* Look and feel proposal and mock-up development.
* Website layout with HTML-CSS- JS/JQuery.
* Usability and cross browsing focus for a righteous user experience on different web browsers.
* Website optimization for SEO tasks.

**Environment:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, HTML, CSS, jQuery, Microsoft Office.