



GERARDO ESCANDON

User Experience, Research, Analysis & Design

I am a design and UX enthusiast with a passion for interactive software and games. My expertise is user-centered design, based on research and data analysis, and development of functional diagrams and engaging prototypes.

WORK EXPERIENCE

UX Architect Intern at Akendi - May 2016 - August 2016 (4 months)

Akendi is a UX consulting agency that applies design to uncover insights about user behavior. I participated in: data gathering, data exploration, statistical analysis, and visual design, to transform raw data into functional prototypes and comprehensible designs.

UI Designer at Grupo Empresarial EISEI - March 2015 - September 2015 (7 months)

Eisei specializes in IT solutions for large companies. As a UI designer I followed the art style document and developed the necessary assets for the development team, and built HTML prototypes for multi-level UX testing.

Game Designer at Playful Interactive - February 2012 - February 2015 (3 years 1 month)

I developed pitch presentations for clients using traditional and digital tools. Created and maintained game design documents with clean, and detailed wireframes and diagrams for the Animation, Art and Programming teams to work with.

Graphic Designer and Animator at Playful Interactive - July 2010 - February 2012 (1 year 8 months)

Generated UI graphics in Photoshop and Illustrator, and developed character animations in Flash for games, as well as concept art and mockups.

SKILLS & LANGUAGES

Adobe Suite

● ● ● ● ● ● ● ● ● ● Photoshop
● ● ● ● ● ● ● ● ● ● Illustrator
● ● ● ● ● ● ● ● ● ● Flash

UX Tools

● ● ● ● ● ● ● ● ● ● R
● ● ● ● ● ● ● ● ● ● OmniGraffle
● ● ● ● ● ● ● ● ● ● Optimal Workshop
● ● ● ● ● ● ● ● ● ● Typeform

100%
Spanish
First language

98%
English
Bilingual

EDUCATION

Carleton University - 2015 - 2017

Master of Applied Sciences, Human Computer Interaction.

Universidad de Monterrey - 2006 - 2011

Digital Graphic Design Engineer - Game and Interactive Media Design.

Activities and Societies: IGDA

Fachhochschule Vorarlberg 2009 (Exchange student)

Intermedia, Multimedia and Design.

WORKSHOPS

Project Management Foundations by MITACS

Collaborating across UX and Design by Irene Pereyra

Introduction to CMMI-DEV v1.3 by Nuria Quintano

Mobile and Social Game Design by Ollie Sykes

Video Game Testing by Andrés Croucher

Character Design by Nacho Yague