Edson Pérez
PRODUCT **DESIGNER.**
MANAGER.

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Work experience

Nextiva / Sr Product designer
Aug 2019 - Present, Zapopan, MEX

My principal activities are defining and design the new mobile products that the company has. Working closely with PMs and Devs to create the most awesome products for communication as CRM, Nextiva App and the Desing System to achieve our KPIs.
- Leading the DS project using data to create new components, this helps to improve our flow and save money with the resources of the company.
- Designing the new version of the Nextiva APP and work-flow implementing the traditional methodologies like UCD and Design Thinking.

Herbalife Nutrition / Sr Product designer lead
Aug 2018 - Aug 2019, Zapopan, MEX

I worked as a leader of the research for new features and also conduct usability testing for several countries.
Define strategies according to our OKR's of the company and KPI's for the existing products.
Lead the design team located in Gdl.
- Enhancements on mobile e-commerce flow where we achieved 14% more sells in the first month of the release.
- New redesign for loyalty members which we got 7% of engagement and 1k of new accounts creation.
- Events and Promotions we created the new dashboard for Distributors where we increase the sing up to new events 550 to 1,270.

OCCMundial / Product Design Manager & PM
Jan 2017 - Jun 2018, Querétaro, MEX

My role was to lead the complete redesign of the different products in a non-product-centric organization. Lead the 6 members of the design team in different stages: analyzed the value of existing features, Identifying the main UX pain points in the user journey, research and usability testing.
- We increased the Key metrics in Candidate platform; Account creation +70%, Completed Resumes +40%, Job Applies +20%, Achieved a +31 NPS
- Candidates mobile app increased the conversion rate of 47%.
- We achieved 3% in engagement, returning from day one to day 7.

We launched a new redesign of the products for recruiters: home page, dashboard, job ads admin panel and a new job ad creation all of these were designed in adaptive for mobile too.
- The new job creation reached 16%+ conversion and we had an increase of clients for 4,000 new companies.
- The new e-commerce reached 109% new sales per month.

Diverza / UX Project Lead
Oct 2015 - Dec 2016, Monterrey, MEX

I worked closely with the Product team in an Agile workflow to design visually-compelling and highly-usable web applications for invoice generation of 13k actives users.
- We created a style and design patterns.
- We achieved 3k conversion rate for free users to become premium members.

BSD Enterprise / UX Mobile Designer Lead
Jan - Oct 2015, Monterrey, MEX

Development and implementation of UI/UX for 4 mobile apps Lead 3 members of the design team.

INMAR Winston Data / UI/UX Designer
Oct 2011 - Jan 2015, Monterrey, MEX

Developed web products for several clients like Banorte, Afirme, Pemex, ADT, Oxxo, Lowes, Comex.

Education

Autonomous University of Nuevo Leon
2009 - 2013, BA, Graphic Design
Design exhibition, "Signs based on Art"

Technologic University of Leon
2006 to 2008, AA, Marketing

UX Learn
May - Jun 2017 - 65 hrs
Certificate in Product Design

Multiplica
May 2017
Research Methods and Test with users

Design Thinking Institute
Oct 2017
Design sprint

Skills

Design
Sketch, Figma, XD, AI, PS.
Strategy & product definition, user flows, concept sketches, wireframes and mockups, motion design, style guides and patterns design library, balsamiq, invision studio.

Prototyping
Rapid prototyping using invision, marvel, uxpin, XD, Origami Studio, Principle.

Research
Data analysis using GA, hotjar, UserZoom, tableau, persona hypothesis, A/B testing, focus group, users interviews, card sorting, tree testing, user stories.

Collaboration and methodologies
Workshops, brainstorming, comunicative, zeplin, design sprint, design thinking, user centered design, atomic design, lean ux.