



# Ricardo Navarro Rojas

## UX Designer

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## Education

Master's Degree:

**Design and visualization of information.**

**Research lines: UX and HCI**

UAM Azcapotzalco 2022 - 2024

Degree:

**Graphic Design**

UBAM 2015 - 2019

Course certificate:

**SCRUM MASTER**

Aprin 2022

**Carrera de UX**

CODERHOUSE 2021

**Lean UX**

Platzi 2020

## Skills

### Research

Sense Making

User persona

Usability Testing

### Design

HCD Methods

Design Strategy

Information Architecture

### Visualization

Wireframing

User Flows

GUI Mockups

UI Kit

Design System

### Technology Proficiency

Angular (HTML5, CSS3, JS, and TS)

Virtual Reality

Multi-device

### Tools

Figma

Sketch

Adobe Suite

GitHub

Unity

### Languages

English B2

Native Spanish

## Experience

### UX Consultant

**MIGRATION LEGAL SERVICE - Aug 2023 - Mar 2024**

The consultancy for Migration Legal Service involved complementing established strategies and improving the user experience on their digital platforms. I collaborated on user research and usability analysis to understand customer needs and behaviors. All activities were conducted in close collaboration with the development team to ensure the effective implementation of these improvements.

### UX / Interaction Designer

**Digital Connect - Dec 2020 - Aug 2022**

As a UX and Interaction Designer, I collaborated on new design processes and strategies to develop products in an agile manner, with a focus on metrics. I worked on GUI systems for modular web applications and conversation experiences created on Whatsapp and Facebook Messenger, involving user requirement research, information architecture, wireframing, flow diagrams, user personas, and strategic roadmaps.

### MKT Communication Coordinator

**Blumen - Nov 2019 - Oct 2020**

Coordinating the Marketing Communication department was a truly enriching experience. Leading a team of Community Managers, we cultivated strong relationships with our audience through innovative strategies and close communication. Developing a comprehensive communication plan was instrumental in ensuring a consistent and relevant brand voice across all digital channels. Additionally, overseeing content direction for sales platforms such as Amazon and Mercado Libre allowed us to enhance our online presence and reach a broader audience. Directing the design of the user experience (UX/UI) was a key aspect of my role, ensuring that every interaction with our brand was intuitive, engaging, and memorable for our customers.

### UX/UI Designer

**TRUPER - Sep 2018 - Sep 2019**

Conducting conceptual development and implementation of digital products. Developing user interfaces, ensuring usability and visual appeal. Close collaboration with a multidisciplinary team, prioritizing effective communication and collaboration to achieve goals. My focus was on creating intuitive and functional interfaces.

Scan to access my web portfolio or copy the following link into your browser.  
<https://ricardomonk.github.io/Richbook.github.io/>

