

Senior UX designer and Front - end developer Senior UX designer and Front - end developer Senior UX designer and Front - end developer - Motorola Solutions Chicago, IL Senior web designer with more than 8 years of experience, currently working freelance for several companies both private and public Experience in web design, microsites and mobile applications area to the Ministry of Economy. Strong conceptualization, communication, presentation and storytelling skills, including bringing concepts to life. Solid knowledge in user research, interviews, surveys, user persona profiles, user scenarios, customer journeys, card sorting, storyboarding, contextual inquiry, diary studies, usability testing, benchmarking, etc. Strong passion for data and willingness to utilize data-driven insights to inform creative design. Visual design expertise in prototypes, mockups and style guides for branding, web and app. I'm fluent in best practices for web-based information architecture and UX design, as well as strong knowledge of usability principles and techniques. Proven experience on the Adobe's software I've the ability to work leading a team, independently as well as part of a team. Work Experience Senior UX designer and Front - end developer Motorola Solutions - Chicago, IL January 2019 to Present Project Description:In charge of modernizing the systems of the procurement area to optimize the time and resources of the area.I was also in charge of doing graphic design projects. Responsibilities: Define the project goals based on the stakeholders. Develop the Brand and the architecture. Design promotional materials and stationery. Design the UX/UI strategy. Plan the development calendar. Research and analyze the competitors with Benchmarking and Trend Analysis. Define the Audience with Interviews from patients and stakeholders and then create User Personas and their scenarios. Analyze with a Heuristic Evaluation all the business objectives and divide them in task to reach them, also, define the screens to do does tasks. Plan the Navigations Flows to reach any conversion in as less as possible clicks. Define a Content Inventory and created the Information Architecture to get a better picture of the flow and the usability. Create Wireframes and a low fi prototype to get any task clear and define before the design is ready. Define and design the UI. Test with users the usability of each task and redesign the UI to get a better performance. Created animations for transitions and the Splash Screen. Developed the High Fi Prototype in Sketch, Photoshop, Illustrator and

InVision. Environment: Web design, Graphic design, HTML, CSS, Photoshop Senior UX designer INFOTEC September 2014 to January 2019 Project Description: Responsible for designing and HTML developing for web pages and systems for different clients, including the federal government

Responsibilities: Making the graphic design to apply to information systems or websites Perform maintenance to project graphical interfaces Attend and apply the guidelines to comply with established work plans Interact with developers to coordinate the implementation of graphic design in software solutions Implement standards of the W3C 's CSS and standards of usability and accessibility of HTML. Interview the stakeholders, owners, drivers, and managers. Plan a strategy that priorities the work and the urgencies. Define different strategies for the branding. Design the logo, stationery and presentation template. Research the competitors and made a trend analysis. Define the Audience and create analog tools organization for control. Interview stakeholders and define the content for a website. Define de Information Architecture. Design the wireframes and the flow for the website. Do the UX/ UI for the Website and the WebApp. Create High Fi Prototype.

Environment: Web design, Graphic design, HTML development, CSS development, Photoshop, chrome, firefox, Joomla Sr UX designer Ministry of Economy - Mexico City, MX June 2011 to September 2014 Project Description: I was coordinator of the area of web design and mobile applications, I was in charge of creating a new design for the official website and making the sub-pages adopt the design line Responsibilities: Coordinate the team that generates graphical elements for the website of the Secretariat. Coordinate the image of the microsites of the Secretariat. Coordinate publishing content and creating new sections of the page. Designed to create new microsites Stream important messages from the Secretary to the internet Coordinate the development and implementation of mobile applications developed by the Secretariat to a third party.

Environment: Web design, Graphic design, HTML, CSS, Photoshop, chrome, firefox, Joomla. Education Graphic Design Universidad del Valle de Mexico Skills Illustrator, Architecture, Information architecture, Prototype, Prototyping

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