

Victor Hugo Molina Bis

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Experience

LEAA A.C • UX Designer

July 2020 - Present | Mexico City, Mex.

- Increased book sales by 20% by redesigning the website Creando Lectores.
- Worked in the entire design process of the app Moviteca, from creating user flows and wireframes to building user interface mockups and prototypes.
- Designed and developed the WordPress theme for the website Colectiva.
- Collaborated with the product manager to define requirements.

Musicat • Front End Developer

Oct 2019 - Jan 2021 | Mexico City, Mex.

- Worked with musicians, historians and engineers to develop websites that show the result of years of investigation about the music and history of the cathedrals of Mexico.
- Incremented web traffic by 60% by fixing usability problems and improving the visual design of the website Red Digital.
- Conducted rounds of user testing to find pain points, gather feedback and improve the products in future iterations.

Projects

Yaj Ban • UX Designer

Aug 2020 - Sep 2020 | Mexico City, Mex.

- Speeded up the acquisition of regional dresses by designing end-to-end user experience of a website that connects customers with sellers.
- Conducted 12 user interviews with dancers and dance teachers across the country.

Bunker Pet • Front End Developer

Jan 2020 - May 2020 | Mexico City, Mex.

- Developed a web app that matches pet owners with the best pet sitter for their necessities.
- Analyzed competitors to find pain points and potential improvements to the current experience.

Education

National Autonomous University of Mexico

Graduating in Dec 2021

Bachelor of Science in Computer Science.

GPA: 3.3 / 4.0

Interaction Design Foundation

Dec 2020 - Present

Obtained industry-recognized course certificates in UX Design.

Skills

Design

User Research	Wireframing
Personas	UI Design
Inf. Architecture	Prototyping
User Flows	Usability Testing

Programming

HTML	Python
CSS	Java
SCSS	SQL
JavaScript	Git

Tools

Figma	ProtoPie
Sketch	Framer
Adobe XD	Illustrator
InVision	Photoshop

Languages

Spanish - Native

English - Advanced