

Victor Hugo Molina Bis

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Work Experience

Product Designer • Alight

May 2021 - Present — Lincolnshire, IL (Remote)

- Increased mobile app usage by 200%, raised star ratings from 2.3 to 4.8, and achieved over 2 million downloads with 25% active users, by enhancing user experience in strategic flows and improving accessibility.
- Reduced average annual enrollment time by 28% by analyzing research data to identify user goals and pain points, simplifying the user flow based on insights, and iterating on solutions according to usability testing findings.
- Collaborated with research, accessibility, engineering, and management teams in an Agile environment to improve user experience across web and app platforms.
- Led the creation and maintenance of Figma's component and token library for the mobile app, applying atomic design principles. Established unified processes, standards, and guidelines for component construction and documentation, while mentoring designers on the design system team in component creation.
- Developed documentation and usage guidelines for components in the mobile app design system, serving as the primary reviewer and support resource for designers working on mobile app projects.

Product Designer • Develop for Good

Apr 2021 - Oct 2021 — Stanford, CA (Remote)

- Increased volunteer applications by 50% and recruited 15 new clients in 6 months by collaborating with cross-functional partners to redesign the website and application portal, improving navigation and information architecture.
- Developed the UX project plan, conducted user interviews, explored design solutions based on research data, created low and high-fidelity mockups, prototypes, and supervised code implementation to ensure design alignment.

Web Designer and Developer • Product Classroom

Apr 2021 - Jul 2021 — Providence, RI (Remote)

- Collaborated with 8 design students to create a project that expands accessibility to product design education for diverse backgrounds, recruiting over 20 industry mentors and receiving more than 50 applications for the inaugural cohort.

Product Design Intern • LEAA A.C

Nov 2020 - Mar 2021 — Mexico City, MX

- Analyzed product requirements and research data to create user flows, high-fidelity mockups, and prototypes, presenting proposals and decision-making rationale to the client to ensure alignment with business goals.

Front End Developer • Musicat

Oct 2019 - Feb 2021 — Mexico City, MX

- Increased visitors by 60% and retention rate by 43% by redesigning Musicat's website, improving information architecture, accessibility, usability, SEO, and mobile experience, leading to its inclusion on a top bibliographic platform.
- Designed and developed the Libros de Coro platform through close collaboration with librarians, gathering insights into their needs, objectives, and experiences with similar tools, complemented by continuous testing and feedback sessions.

Education

National Autonomous University of Mexico

Bachelor of Science in Computer Science

Skills

Design

Accessibility
Design Systems
Information Architecture
Interaction Design
Prototyping
UI Design
Usability Testing
User Research

Tools

Figma
Framer
ProtoPie
Sketch
Zeroheight

Programming

CSS
Git
HTML
Java
JavaScript
Python

Languages

English
Spanish