

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%, improved star ratings from 2.3 to 4.8, and reached over 2 million downloads and 500,000 active users by enhancing the app's strategic flows, accessibility, and visual design.
- Created and maintained Figma's component and token library for the Alight mobile app. Additionally, established a unified process, standards, and guidelines for constructing and documenting components, while mentoring designers on the design system team in component creation.
- Developed documentation and usage guidelines for components within the mobile app design system, collaborating closely with designers to provide feedback and support on their mobile app projects.
- Collaborated with research, accessibility, development, and management teams to enhance the features and user experience of the Alight Worklife web and app.

Product Designer • Develop for Good

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

- Increased volunteer applicants by 50% and recruited 15 new clients within 6 months by collaborating with cross-functional partners to redesign the DFG website and application portal, improving navigation and information architecture.
- Planned the project strategy with the product manager, conducted user research, created low and high-fidelity mockups from insights, and supervised design implementation during quality assurance sessions.

Web Designer and Developer • Product Classroom

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

- Partnered with design students to develop a project that makes product design education accessible to students from diverse backgrounds, recruiting over 20 industry mentors and receiving 50+ applications for the inaugural cohort.
- Designed and developed the Product Classroom website to introduce the project to new users and increase student and mentor applications.

Product Design Intern • LEAA A.C

Nov 2020 - Mar 2021 — Mexico City, MX

- Analyzed product requirements and developed the information architecture, user flows, high-fidelity mockups, and prototypes of the Moviteca mobile app.

Front End Developer • Musicat

Oct 2019 - Feb 2021 — Mexico City, MX

- Increased website visitors by 60% and retention rate by 43%, increasing traffic to sub-platforms and earning inclusion in the Handbook of Latin American Web Archive by redesigning Musicat's website, enhancing information architecture, user interface, accessibility, SEO, and mobile experience.
- Designed and developed the Libros de Coro platform end-to-end, and presented it along with the design process at the DACT workshop at Dalhousie University in Halifax, Canada.

Education

National Autonomous University of Mexico

Bachelor of Science in Computer Science

Skills

Design

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

Tools

Figma
Framer
ProtoPie
Sketch
Zeroheight

Programming

CSS
Git
HTML
Java
JavaScript
Python

Languages

English
Spanish