

# Victor Hugo Molina Bis

victor-molina.com • victor98@ciencias.unam.mx • in/victormolinabis

## 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)

- Collaborated with cross-functional partners to redesign the DFG website and application portal, enhance its navigation, and increase project cycle applicants.
- 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%, boosting 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