

# Victor Hugo Molina Bis

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## Work Experience

### LEAA A.C • Product Designer

Jul 2020 - Present | Mexico City, Mex.

- Increased book sales by 20% by redesigning and restructuring the website Creando Lectores.
- Participated in the entire design process of the app Moviteca, from creating user flows and wireframes to building user interface mockups and prototypes.
- Reduced the bouncing rate by 43% by designing and developing the custom WordPress theme for the website Colectiva.
- Collaborated with the product manager to define the requirements of 3 projects.

### Musicat • Front End Developer

Oct 2019 - Jan 2021 | Mexico City, Mex.

- Partnered with designers and engineers to build over 4 websites that show the investigations about the cathedrals of Mexico.
- Incremented web traffic by 60% by fixing usability problems and enhancing the visual design of the website Red Digital.
- Improved the experience of managing content by conducting rounds of user testing to find pain points, gather feedback, and repairing problems in future iterations.

## Projects

### Yaj Ban • UX Designer

Aug 2020 - Sep 2020 | Mexico City, Mex.

- Accelerated the acquisition of regional dresses by designing end-to-end user experience of a website that connects customers with sellers.
- Identified necessities and pain points by conducting 12 user interviews with dancers and dance teachers across the country.

### Bunker Pet • Front End Developer

Jan 2020 - May 2020 | Mexico City, Mex.

- Simplified the process of hiring a pet sitter by developing a web app that matches pet owners with the best pet sitter for their necessities.
- Discovered potential improvements to the current experience by analyzing over 10 direct competitors.

## 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