

# Victor Hugo Molina Bis

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## Experience

### LEAA A.C • UX Designer

July 2020 - Present | Mexico City

- Increased book sales by 20% by redesigning the website Creando Lectores.
- Prototyped and designed the app Moviteca, which wants to encourage reading and acquiring culture in Mexico.
- Designed and developed the WordPress theme for the website Colectiva, which shows the association's programs with people in vulnerable situations.

### Musicat • Front End Developer

Oct 2019 - Jan 2021 | Mexico City

- Worked with musicians and historians to develop websites that show the result of years of investigation about the music and history of the cathedrals of Mexico.
- Incremented website traffic by 60% by restructuring and updating the layout of the website Red Digital.
- Reduced the time taken to publish content by fixing usability problems and improving the user flow.

## Projects

### Yaj Ban • UX Designer

Aug 2020 - Sep 2020 | Mexico City

- 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

- 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.
- Defined physical, human and logical risks of the project.

## 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	Interface 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