

Victor Hugo Molina Bis

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Work Experience

Product Designer • LEAA A.C

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.
- Collaborated with the product manager to define the requirements and goals of 3 projects.
- Reduced the bouncing rate by 43% by designing and developing the custom WordPress theme for the website Colectiva.

Front End Developer • Musicat

Oct 2019 - Jan 2021 | Mexico City, Mex.

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

Projects

UX Designer • Yaj Ban

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 user interviews with dancers and dance teachers across the country.

Front End Developer • Bunker Pet

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

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

Tools

Figma	ProtoPie
Sketch	Framer
Adobe XD	Illustrator
InVision	Photoshop

Programming

HTML	Python
SCSS	Java
JavaScript	Git

Languages

Spanish - Native
English - Advanced