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 usability 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