

Alejandro D. Velazquez

Lead Product and UX Designer

Nationality	Argentina
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Summary

Designer with 14 years of experience in digital products. Currently working for a marketplace startup. I've spent the last 5 years designing, managing and leading Fintech products for Payango (prepaid card company in Germany), Payfriendz (P2P payments app in UK) and Docomo Digital (Payments for marketplaces in Europe and UK)

Main skills

Interface design	For web and mobile apps (android/iOS).
UX	User testing, prototyping, interviews, experience mapping
Motion Graphics	For promotional videos or interface prototyping
Creativity	Character design, idea generation, brainstorming. Storyboards.
Working with standards	W3C, Android material design, iOS Human interface guidelines
Front end	SAAS, CSS, HTML. Basic knowledge of GIT
Team leading	Experience leading and mentoring designers and developers and managing projects

Some tools

Interface design	Bohemian Coding Sketch. Beta tester of XD from Adobe. Figma
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UX	Sketch or Figma. Invision. After effects for interface animation, Lookback.io for user testing. Illustrator + Wacom for illustrations. Principle and Framer. Loom and notion.
Front end	Github, Sublime or Webstorm for coding. Sourcetree.
Project management	Slack for communications, Trello, Gitlab, Jira.
User Analytics	Pendo, Mixpanel

Most relevant experiences

Senior UX designer

(Dec 2019 – Today)

Lead product designer for [Yapily](#).

Lead design activity at Yapily, from initial research, prototype exploration and workshops, through to evaluating and reshaping our existing product experience.

Working alongside Product, Engineering, and Marketing teams at a vendor to both small and enterprise clients.

Lead product designer

(Nov 2018 – Dec 2019)

Lead product designer for Headbox.

Develop high-level concepts into tangible and comprehensive user flows and UI sequences that delivery customer-centric, smooth and efficient experience across multiple touch-points

- Build, maintain and develop pattern design library
- Elaborate the design patterns with documentation that serves as handover into development as well as guidance for QA
- Produce designs for the product development team: new patterns, design systems, individual assets, mock-ups of modules and pages
- Produce interactive prototypes to facilitate user research activities or serve as a sales tool.

Lead user research.

Senior Product designer & Project manager at Su93rheroes (London, UK)

<http://www.su4erheroes.com/>

(Nov 2016 – Nov 2018)

Su93rheroes is a digital innovation team. We are a team of 4 partners based in London, Singapore and 16 developers located in Vietnam.

We help clients like NTT Docomo, My Support Money to achieve their digital product goals.

Some of our projects are:

- A payout solution Nomo (Europe)
- Checkout solution for APMs (Asia)
- A payment solution for carers and care agencies. caremoni.co.uk (UK, ASIA) Deck: <https://goo.gl/j51zkm>
- A peer to peer payment app (ASIA) Deck <https://goo.gl/224EYu> and <https://colly.io/>

References

<https://www.linkedin.com/in/volkerbreuer>

Senior UX/UI designer at Payfriendz (London, UK) <https://www.payfriendz.com/>

(October 2013 – 2016)

Payfriendz is an app that allows sending payments in the context of a chat.

The fintech Berlin based company opened an UK branch and I was in charge of rebranding the product to target a younger audience in UK, millennials and students. Redefined the tone and voice of the brand to fit these needs.

Lead a major redesign of the app and landing pages to fit new business goals and technology needs.

Trained the customer support team to help with user testing sessions and interviews.

Created a character to give personality to the product that took over the brand and redefined the way we communicated with our customers.

Redesigned a referral program that took us to the #1 in the app store in the finance category.

Mentored video interns in the use of motion graphics to create original content for social media.

References

<https://www.linkedin.com/in/mikeytreacy>

<https://uk.linkedin.com/in/howard-charles-allen-04011113>

<https://www.linkedin.com/in/riiibs>

<https://www.linkedin.com/in/samuemaxwell>

<https://www.linkedin.com/in/jonathan-ho-60086ba1>

UX/UI design consultant at Payango (Berlin, Germany) <http://payango.com/en>

(Jan 2013 – October 2013)

Payango is a prepaid debit card company.

Payango platform needed to improve their ease of use and fix some broken flows in their user experience. I made an UX audit of their current platform and performed usability testing, prototyping and visual design of new dashboard for the customers.

References

<https://www.linkedin.com/in/pedro-visintin-5438553>

<https://www.linkedin.com/in/ezequiellauria>

<https://www.linkedin.com/in/sherin-nuernberg-b6836690>

Design consultant Andimol (Latin America) <http://www.andimol.co/>

(August 2011 – November 2012)

Andimol is a digital marketing agency

Achievements and responsibilities:

Visual design and UX consultancy for Andimol's clients

References

<https://www.linkedin.com/in/ploschi>

<https://www.linkedin.com/in/mangelet>

Designer analyst at Globant (Argentina for foreign clients)

(September 2008 – August 2011)

Globant is the biggest IT B2B outsourcing company in Latin America with clients like PWC, JP Morgan, Twitter, Coca Cola and Google.

I was in charge of providing design consultancy and I was in charge of the business-client relationship for every project. A few of the projects I participated on:

UI and UX design for a social network for <http://grey.com/> employees

UI design for a finance management tool for Google Latin America

UI and UX design for a social network for Telefonica employees

UI design for tablet version of <https://www.jwt.com/>

UI design for RRHH's dashboard admin for JP Morgan

Mobile UI design for <http://www.travelocity.com/> mobile app

<https://itunes.apple.com/gb/app/travelocity-hotels-flights/id284803487>

References

<https://www.linkedin.com/in/eduardoperoni>

<https://www.linkedin.com/in/bernardo-andruchow-4a77949>

Visual Designer at Sys.Net.Mx S. de R.L. de C.V (Mexico) <http://www.sys.net.mx/>

(February 2007 – March 2008)

I was in charge of maintaining and providing video content to the Nokia's offices communication service (digital signage). Video editing and motion graphic design. Worked closely with the HR and communication departments of Nokia Argentina coordinating the work with the mexican offices.

References (Spanish)

ventas@sysnet.net.mx

agustina.ruiz@nokia.com.ar

Independent Designer

(March 2005 – May 2011)

During this period I worked as freelance contractor and collaborator for

<https://www.workana.com/>

<https://aerolab.co/>

<http://www.mansionvitraux.com/>

<http://lacocinadematias.com.ar/>

<http://www.corsaonline.com.ar/>

<http://fisioterapiaequina.com.ar/>

<http://buenos-aires.restorando.com.ar/>

<http://www.hostelcolonial.com.ar/>

References (Spanish)

luciana@fisioterapiaequina.com.ar

jorge@hostelcolonial.com.ar

julian.porta@gmail.com

hr@mansionvitraux.com

Education

Kinema

<https://www.linkedin.com/company/kinema-artes-digitales>

(2007 – 2008)

3D Character animation

Escuela Da Vinci

<https://www.davinci.edu.ar/>

(march 2002 – December 2005)

Multimedia & Web Design

Universidad de Buenos Aires

(march 1999 – December 2004)

HR

Languages

English, fluent. Complete professional competence.

Native spanish language.

Hobbies

<https://www.instagram.com/jonnyhatescash/> (Street art project)

<https://goo.gl/ubEZxw> (Youtube)

Video games. Love playing FIFA online with friends abroad.

Drawing.

Running. I enjoy weekly runs in London parks, last year I completed the Hackney half marathon. Ping pong and volleyball. Organised weekly tournaments with the team. Making short films.