Carlos Cuéllar

User Experience Designer

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Profile

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Experience

Carlos Cuéllar

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I am a Senior UX Designer with an industrial design background and some love for front-end web development. I have been creating experiences that simplify users' lives since 2006..

I am comfortable working in Agile development environments, managing multiple tasks and setting goals for a project. I am an advocate of design as a problem solving discipline and I use empathy as a primary skill.

Senior UX Designer at Goldstar Events, Inc.

MAY 2015 - PRESENT

As a UX Designer at Goldstar I work on different projects for customers, ticket suppliers and company employees. I collaborate with cross functional teams using often a complete design process (user research, whiteboarding, sketching, wireframes, user flows, prototypes, final comps).

➔ Design of tools for ticket suppliers so they can manage and promote their inventory in our system.
➔ Design of administration tools for online events.
➔ Design of mobile first solutions for final customers, including a new seating chart UI for checkout.
➔ Creation of add-ons for partners like Eventbrite.
➔ User research: conduct interviews to customers, suppliers and employees, organize remote and in-person usability testings, creation of personas.

UI Designer at Lightspeed Systems

JULY 2012 - MARCH 2015

➔ Design of cross-platform solutions for My Big Campus, a K-12 learning management system, including Android, iOS, Windows 8 and Web apps.
➔ Implementation of semantic markup and concise and scalable CSS for different products.
➔ Creation of a live style guide used across several web products and followed by the rest of the developers in the company.
➔ Design of Classroom Orchestrator, a product used by teachers in order to monitor students' computers in real time.

UI Designer at HP AgriSystems

NOVEMBER 2011 - JULY 2012

Creation of visual identity, design of interfaces and front-end

development for horsepower.com, an ag-oriented e-commerce website.

Web Designer at Micrographic Web Design
JANUARY 2008 - AUGUST 2011

This was my little digital shop in Valencia, Spain. We created corporate websites for hospitals, wineries and other midsize companies and we collaborated with several local organizations.

Web Designer at Katana Red
NOVEMBER 2006 - JANUARY 2008

Design of interfaces and front-end development at a digital agency, with special attention to in-house projects (online communities and e-commerce sites).

Academic Education

Universitat Jaume I (Castelló, Spain) / Degree in Technical Engineering in Industrial Design
2001 - 2005

Non-Academic Education

Interaction Design Training,

COOPER U - PORTLAND, OREGON

Interaction Design: Beyond the Wireframe

FUTURE INSIGHTS LIVE - LAS VEGAS, NEVADA

Accessibility and usability Workshop

FUNDACIÓN OVSI - VALENCIA, SPAIN

SEO Workshop

INFONOMIA - BARCELONA, SPAIN

Product Design Workshop,

MODOLOCO - MILAN, ITALY

Skills

Prototyping and design software:

Sketch, Figma, Adobe Creative Suite, Invision, Framer, Omnigraffle.

Front-end web development skills:

HTML, CSS/Sass, Javascript/jQuery, Git, CMS integration.