Serguei Orozco
User Experience Designer

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Guadalajara, Mexico

Work Experience

Oracle, User Experience Designer

Jan 2014 — Present, Guadalajara, MX

Lead a team of designers to explore, solve, and improve the new generation of Oracle products with the integration of Artificial Intelligence. Create and implement culture, design, and AI principles within the team while providing leadership and mentorship.

In the past, I created Minimum Viable Products through innovative events in collaboration with colleagues and partners, achieving to demonstrate the capabilities of the enterprise products with the use of emerging technologies.

Bebitos.mx, User Experience Designer

Oct 2013 — Dec 2013, Mexico City, MX

Increased sales through the implementation of performance and user behavior metrics and constant iterations in the UI (based on A/B testing results). Understood the needs of the user and their pain points. Improved experience and UX strategy by finding the midpoint between business strategy and user needs.

Anagrama, Visual Designer & Front-End Developer

Feb 2010 — Apr 2012, Monterrey, MX

Improved customers sales and daily workflow through the design (UX and visual design) and development (front-end & back-end) of corporate sites, intranets, and content management systems (CMS). I improved the agency relationship with customers by translating the customers' needs into requirements and solutions.

Startup Experience

LuegoLuego, Product Designer

Oct 2016 — May 2019, Guadalajara, MX

TripTailor, Product Designer & Co-Founder

Oct 2015 — Oct 2016, Guadalajara, MX

Education

University of California San Diego, Interaction Design Specialization

Mar 2016 — Dec 2018, Coursera
GPA: 99.8/100

Universidad Iberoamericana, BS Interaction Design

Aug 2005 — Dec 2009, Puebla, MX
GPA: 93/100

Volunteer Experience

IxDA, Guadalajara Local Leader

Jun 2018 — Present, Guadalajara, MX

UX Nights Guadalajara, Organizer

Oct 2016 — Dec 2018, Guadalajara, MX

Skills

Design Skills

Branding, Visual Design, User Interface Design, Information Architecture, User Testing, Prototyping, Design Sprints Methodology

Non-design Skills

Front-End development (HTML5, CSS3, JavaScript), Agile Methodology, Product management, Mentorship, Leadership, Event planner