

# Fer Delgadillo

graphic designer ui designer

Francisco Fernando Delgadillo Rodriguez

## EXPERIENCE

### PRODUCT DESIGNER

#### BENCHMARK EMAIL

2019-PRESENT

Responsible for designing mockups for apps, prototypes. Deliver high & low fidelity designs that clearly communicate requirements to devs and stakeholders. Work and have constant communication with Product Managers and Devs to generate ideas and viable solutions. Project scoping and briefs and maintaining Design System

### WEB DESIGNER

#### SOFTTEK

APRIL 2011 -2019

Responsible for designing mockups for apps, image edition and web related designs. Functional experience: Web UI and UX, Improved communication skills with clients.

#### HR Team - Visual / Web Designer (2011 - 2012)

Internal site created for the collaborators, so they could add IT related skills so they could find new projects. It was important to create an attractive and user friendly UI to generate a quick and greater adoption by the users. Wireframes and Mockups in high fi were created to provide an efficient UX for the user.

**Functional experience:** Improved UI looks, communication skills with clients. Improve case study to accomplish better results in the user experience.

**Tools:** Photoshop, Illustrator & Fireworks

#### GE Legal Systems - Visual UI / Web Designer (2012 - 2017)

Various types of internal websites were created for the GE (General Electric) Legal Systems including website dashboard sites, static sites to multiple Wordpress sites. In each project, I was in charge of making different assignments such as creating icon libraries for the UI, wireframing, mockups (high and low fi versions), storyboards. At the end each project was done with the appropriate elaboration depending on the clients needs.

**Functional experience:** Web UI and UX, HTML and CSS.

**Tools:** Photoshop, Illustrator, Fireworks, Sublime Text Editor

## CoE UI/UX - Web / Graphic Designer (2017 - Present)

Center of Excellence of UI/UX is an initiative started by a small group of designers at the company to create new design methodologies all aligned with the purpose of creating beautiful UI but at the same time functional UX to help projects that require a full turn in looks and functionality. At the end we discuss and share ideas, new trends in design, better solutions saving time and creating a positive impact on our client and users.

**Functional experience:** Deeper research aligned to new design trends so I could implement them to achieve successful UI and UX solutions.

**Tools:** Photoshop, Illustrator, Adobe XD, Sublime Text Editor.

## EDUCATION

### BACHELOR IN GRAPHIC DESIGN & MARKETING

UNIVERSIDAD LA CONCORDIA

2006 - 2010

### ENGLISH STUDIES

ROCHESTER, N.Y.

1998 - 2001

## SKILLS

PHOTOSHOP	<div><div></div></div>
ILLUSTRATOR	<div><div></div></div>
FIREWORKS	<div><div></div></div>
HTML / CSS	<div><div></div></div>
SASS	<div><div></div></div>
UI / UX	<div><div></div></div>
ENGLISH	<div><div></div></div>
MS OFFICE	<div><div></div></div>
WORDPRESS	<div><div></div></div>
ADOBE XD	<div><div></div></div>

## MISC

### SOCIAL SERVICE

PALACIO DE GOBIERNO AGS.

2010

Responsible for designing the monthly youth magazine. Image manipulation, editorial design. Functional experience: Editorial Design.

## COURSES

### WEB UI UX DESIGN USING ADOBE XD - ADOBE EXPERIENCE DESIGN UDEMY 2018

Adobe XD Design design tool allows to create beautiful User Interface & streamlined User Experience.

### BECOMING A USER EXPERIENCE DESIGNER LYNDA 2018

User-centered design (UCD) artifacts aren't just for the visual aspect of design. This course of UX Design Techniques teaches you how to make your development process more user centered—learn how to use artifacts from each of the UCD techniques to help plan the implementation of your design.

## CONTACT

 [delgadillo.fer@gmail.com](mailto:delgadillo.fer@gmail.com)

 [/ffdelgadillo](https://twitter.com/ffdelgadillo)

 [/ffdelgadillo](https://facebook.com/ffdelgadillo)

 (044) 449-769-0749

 [mx.linkedin.com/in/delgadillo/](https://mx.linkedin.com/in/delgadillo/)