

Genaro Paez

San Francisco, CA - Email me on Indeed: [indeed.com/r/Genaro-Paez/16037fe5f55eab19](https://www.indeed.com/r/Genaro-Paez/16037fe5f55eab19)

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer

Pilot.co - Remote - December 2016 to Present

Freelance, Contract

Interaction Designer

Crossover - Remote - December 2015 to October 2016

- * Took complex programming concepts (anti-patterns) into intuitive synthesized UIs. Creativity and tenacity applied, worked with Project Manager.
- * End-to-end web interface design and visualization to clarify refactoring processes.
- * Was a great opportunity to research, investigate and translate bad programming practices (refactoring) into their visual equivalents. Studied programming concepts, delivered visual solutions to engineers, managers and external customers can grasp what's under the hood and act.
- * Great collaborator in the team.
- * Initiated style guide for developers along with motion graphics and CSS animation values.
- * Prototypes, Wireframes, Workflows, Mockups.
- * Results: Became a key member of the team. Mentored new members to bring them up to speed.
- * Self-started and motivated, delivered prototypes to facilitate PM's decisions.

UX/UI Designer & Frontend Developer

Paquetexpress - Sinaloa, MX - November 2013 to December 2015

- * Trusted with implementation of dashboards project, deployed at their largest distribution center. Result: Saved thousands of hours per year, per branch. Solved end user needs through UX design and research to deliver best experience.

ROLE: Workflow, HTML/CSS, UX/UI, dealing with suppliers, trained executive managers.

- * Team leader - Resolved a 3 y.o. issue at HR Department, identified areas and in one month overhauled and simplified the entire workflow, eliminating the backlog.
- * Devised signage system. In-house solution consisting of 100% open-source components in Ubuntu. Measurable results: Previous system was only used at 2 locations, I was able to deploy new system to over 55+ branches.
- * Coordinated website redesign with all departments. Result: New website reached a 300% visitor increase. Thoroughly tested, we received one support call for usability/technical problems.
- * Other tasks: Responsive email campaigns, conference identity, content inventory, videos, .
- * Passion for product design: Several internal large projects from fully functional prototypes to implementation.
- * Responsive Design and Web Development for intranet projects.
- * Create Mobile Apps using PhoneGap.

Marketing Manager

Yaqui (Grupo Zaragoza) - Sinaloa, MX - April 2012 to November 2013

- * Measurable Results: Generated 3x revenue compared to previous year.
- * Innovative strategic marketing campaigns.
- * Dealt with providers.
- * Successful new products launch that gained market share in competitive markets, presentations.
- * Conducted Market research and Market positioning.
- * Strengthened identity system, still widely used in the states where the brand has presence.
- * Advertising, Promotions, Channel distribution, Budgets.
- * Reporting to Director.

Senior Designer

Ancla Studio - Sinaloa,MX - October 2010 to March 2012

- * E-commerce Web design,
- * Actionscript,
- * Flash,
- * Tailored interactive presentations,
- * Logos/logotypes,
- * Manuals,
- * Corporate identity,
- * Brand identity,
- * Visual Design.

Designer

Bunker - Sinaloa,MX - April 2008 to November 2010

- * Motion graphics for corporate brands such as Applebees.
- * Corporate identity and branding.

Manager

Woolworths - Sinaloa,MX - March 2003 to March 2004

- * Personnel Management: Managed 100 people and their supervisors
- * Keeping enough inventory for holidays
- * Successfully solved customer complaints with empathy.

Manager

Diseno de la Bahia - Jalisco,MX - February 2002 to February 2003

- * Managed inventory, payments and customers

EDUCATION

Bachelor's in Graphic Design

Casa Blanca Universidad - Sinaloa, MX

August 2004 to May 2008

Bachelor's in Marketing

TEC de Monterrey (ITESM) Campus Monterrey - Monterrey, MX

May 2001

SKILLS

Sketch (4 years), Adobe (10+ years), Research (6 years), Marketing (5 years), User Experience Design (7 years), User Interface Design (5 years), Management (2 years), Project Management (4 years)

LINKS

<http://linkedin.com/in/genaro-paez>

<https://imaginaryboxes.com>

ADDITIONAL INFORMATION

Hi, my name is Genaro Paez, I have a passion for managing projects.

I have a strong track record managing projects from idea to implementation. While at Paquetexpress, a freight & logistics 3,000 employee company, I deployed a dashboard at their largest warehouse, saving thousands of hours on shipments from companies such as Nike and Toyota.

I'm currently looking for a challenge.