José Rodolfo Ocampo Barajas, Product Designer

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I am a Product Designer designer with experience in creating exceptional digital experiences, focusing on aesthetics, usability, and accessibility. My ability to communicate effectively and my attention to detail allow me to build productive relationships in multidisciplinary teams. I am committed to continuous learning and to contributing to the achievement of set goals. My commitment is to enhance the quality of digital experiences, making a difference in the digital world and ensuring that everyone can access them.

EXPERIENCE

UX/UI Designer at UDC/CONAHCYT — Jan 2023 – Oct 2023 — Colima

- Developed user cases to enhance the functionality and user experience.
- Designed wireframes to visualize and plan the platform's layout and user interactions.
- Conducted usability testing and gathered feedback from deaf users to make iterative improvements to the platform's design and functionality.
- Ensured that the platform met accessibility standards and guidelines, making it inclusive and user-friendly for individuals with hearing impairments.
- Implemented responsive design principles to ensure the platform's optimal performance on various devices and screen sizes.
- Collaborated in the development of a comprehensive style guide to maintain design consistency throughout the platform.
- Created high fidelity mockups, incorporating the style guide to provide a visually appealing and engaging user experience.

UX Researcher at Web Dev Talks — Jun 2023 – Oct 2023 — Colima

- Participated in atomic research and conducted in-depth analysis to understand user behavior, needs, and pain points.
- Led user recruitment efforts, including identifying suitable participants, scheduling interviews, and managing participant compensation.
- Conducted user interviews to gather qualitative data, providing valuable insights into user preferences and behaviors.
- Generated actionable insights from research findings.
- Helped define research objectives and contributed to the development of research protocols and methodologies.
- Worked collaboratively within a cross-functional team.

Freelance Project for Dentist Clinic — Jan 2022 – Aug 2022 — Colima

- Collaborated with the development team to understand project requirements and user needs.
- Designed wireframes and high-fidelity mockups to visualize the system's layout and user interactions.
- Conducted usability testing to gather feedback for iterative design improvements.
- Collaborated with the project manager to meet project milestones, timelines, and budget constraints.
- Presented design concepts and findings to project stakeholders and incorporated their feedback.

EDUCATION

Software Engineering, Universidad de Colima — Aug 2020 – June 2024(Expected) — Colima

Computing Technical Program, CONALEP — June 2016 – Jul 2019 — Colima

SKILLS

Soft skills

- Fast learner.
- Communication.
- Teamwork.
- Adaptability.
- Decision-making.
- Self-motivation.

Technical Skills

- Wireframing.
- Prototyping.
- User research.
- Usability testing.
- Best practices.
- UI Design.

Design tools

- Figma.
- Miro.
- Balsamiq.
- Axure RP.
- Notion.
- Blender.