

RAFAEL TIRADO

UX & PRODUCT DESIGNER

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MY POINT OF VIEW

Taking care of the details is crucial for a good user experience. Prototypes and user tests help me discover better possibilities for creating intuitive interfaces.

EDUCATION

EUDE BUSINESS SCHOOL

2020-2022

Master Degree, Digital Marketing and Commercial Management

Universidad APEC

2001-2005

Bachelors Degree, Advertising

Altos de Chavón

Oct 2003

Poster Design

HARD SKILLS

UX RESEARCH

Affinity Mapping, Competitive Analysis, Content Audit, Contextual Inquiry, Interviews, Qualitative & Quantitative Data, Surveys, Prototypes, Sitemaps, User Flows, Information Architecture, Website Audit.

DESIGN

Interaction Design, Mockups, Web Design, Wireframes, Digital Illustration and Branding.

PROGRAMMING

HTML5, CSS3, JAVASCRIPT
(SASS, LESS and JQuery)

Frameworks: Bootstrap, UIKIT, Foundation & Tailwindcss.

Version Control: Git & Mercurial.

I am focused on creating meaningful experiences through UX research and design.

WORK EXPERIENCE (SOME PROJECTS)

Dominican Republic

2020 - 2022

Current

GRUPO UNIVERSAL

UX & UI Designer (Consultant)

UX research and UI design for public websites and mobile app

Universal is one of the leading insurance companies in the Dominican Republic.

- Led design discussions with executive stakeholders to showcase UX Research Results, mockups, and concept design, ensuring to meet business and users' goals.
- Organized interviews, contextual inquiries, and field studies with end users to gather information about patterns of use and pain points.
- Based on the UX research results, I designed simplified forms prototypes that reduced 30% of the filling time.

Created a new navigation scheme based on each user profile (seven in total) that allows them to access the most common sections 2x faster.

- My new user-centered design reduced 68% of the call center load at the end of the second trimester after launch.

Dominican Republic

2018 - 2022

EVOPOINT SOLUTIONS

UX & UI Leader Designer

AFP Popular : Sharepoint intranet redesign

AFP Populas is a pension fund management company based in the Dominican Republic. Their project was to redesign a Sharepoint internal business site for employees.

I approached this project in two stages:

- **First Stage:** After taking the product owner requirements, I started with the design and creation of low-fidelity prototypes to test the modules with employees (real users).
- **Second Stage:** I applied the design adjustments and created a high-fidelity responsive prototype in Bootstrap 4 that our developers later implemented in Sharepoint.

TOOLS

Adobe Photoshop, Illustrator & XD
Sketch
Figma
Miro

SOFT SKILLS

Fast learner.
Problem Solving.
Ability to work under pressure
Decision making
Adaptability
Empathy
Teamwork
Creativity
Results Focused

OTHER COURSES

UDEMY

Apr 2018
The Ultimate Guide to Usability & UX

PLURALSIGHT

Apr 2018
UX Fundamentals

PLURALSIGHT

Apr 2018
Hacking the User Experience / UX for Developers

RMOTR

Apr 2017
Introduction to Python
Programming

UDEMY

Apr 2014
JavaScript: Understanding the Weird Parts

UDEMY

Apr 2014
Javascript for Beginners

LANGUAGES

Spanish
English

FIDUCIARIA RESERVAS: website redesign

Dominican company that administers and manages all kinds of trusts. They offer business opportunities with low investment risk.

- Coordinated the strategy with the stakeholders to understand users' needs. We used the Design Thinking process.
- Collected the needs expressed by the client. Then, during daily meetings, I presented the progress of each stage: Low-level prototypes, user test results, and presentation of high-level prototypes.
- Few people know what about trusts business in DR. I suggested and designed an educational section to guide new users interested in learning about the benefits of this kind of company.

Banco Popular Dominicano: dating platform redesign

First private bank with Dominican capital, recognized for supporting sustainable, educational, and artistic projects.

- **First:** I did a cognitive analysis with four users to identify opportunities to improve the module.
- **Then,** I designed clickable prototypes to show the findings and improvements to the IT department and the Product Owner.
- **Finally,** create the design guide for implementing the new settings and future references.

Norway
2014-2015

INITIAL FORCE AS

DRUPAL developer / Remote Contract

Swingcatalyst's Drupal Themes

Following the company designer's directions, I took the given designs to convert them into a Drupal theme (HTML & CSS). I kept website maintenance for 7 months, implementing modules and watching the website performance.

<https://www.swingcatalyst.com/>

Online Store Design and Coding

I designed and coded (HTML & CSS) the company's Shopping Cart running over nopCommerce.

<https://shop-world.swingcatalyst.com/>