

# 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

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## SOFT SKILLS

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

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## OTHER COURSES

### UDEMY

Apr 2018  
The Ultimate Guide to Usability & UX

### PLURALSIGHT    Adaada12-12-12

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

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## 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/>