



Omar Martínez

Diseñador de Experiencia de Usuario

I currently work on freelance projects. My work combines a background in engineering, design and user-centered design thinking. I am typically responsible for all phases of the UX process, from ideation and information architecture to wireframing and prototyping.

Experience

UX Designer | Freelance

January, 2021 - Present (3 years) / Remotely

Responsible for translating **business problems into technical requirements** and designing solutions to improve UX/UI and based on **qualitative data**.

- Creation of **conceptual sketches, personas and wireframes** for hybrid mobile applications, and websites using **Figma**.
- Leadership of website design and deployments in **Wordpress, Squarespace and Webflow**.

UX Designer | Geekbears

October, 2021 - March, 2022 (7 months) / Remotely

Responsible for the **research and design of UX deliverables** with an in-depth understanding of business objectives. My deliverables for every project were:

- Competitive, Heuristic and Usability Analysis.
- User Personas, Use Cases and User Flows.
- Feature Prioritization and Sitemaps for every App User.
- Sketches, mockups and prototypes using **Figma**.

Junior UX Designer | Tesseract Space

July, 2018- July, 2019 (1 year) / Mexico City, Mexico

- Expert in Design Sprint and Lean UX methodologies.
- **Research, 1:1 interviews, requirements gathering, information architecture, personas, sketches and prototypes.**
- I conducted Design Sprint workshops for companies, including Torre BBVA and Google Mexico.

Education and Certificates

Foundations of User Experience Design

2021

Google

Administrative Computer Engineering

2018-2021

Universidad Tecmilenio de ITESM

Marketing Cloud Email Specialist

2019

Salesforce

UX Bootcamp

2018 (6 months)

Dev.F

Work Portfolios

<http://omrojas.github.io>

<https://github.com/omrojas>

Profile

Full Name: Omar Alberto Rojas Martínez

Date of Birth: Agosto 18, 1996

Email: o.mtttz@hotmail.com

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Skills

Main Skills

Work Methodologies

Agile	Advanced
SCRUM	Advanced
Design Thinking	Expert

Project Administration

Monday	Expert
Notion	Expert

Research (UX)

Hotjar	Intermediate
Google Suite	Expert

Visual Design and Prototyping (UX/UI)

Figma	Expert
Adobe Suite	Intermediate

Web Development

HTML + CSS	Expert
Bootstrap	Expert
React JS	Intermediate
No-code Tools	Expert

Soft Skills

- Completely self-managed
- Great idea articulation
- Creativity

Languages

- Spanish(Nativo)
- English (C2)
- German (A1)