

Otto Esperón

(He/Him)

Product Designer

Passionate product designer looking for a full-time design position with a focus on visual design. Focused on bringing user-centric ideas to real life and delivering functional and beautiful digital experiences to people.

www.otorremoto.com

otorremoto@gmail.com

[Linkedin](#)

[Behance](#)

Experience

Lambdaloopers ↗

Product designer | 2022 - Present

Solo designer in a software development technology consultancy, focused on bringing innovative projects to life. I work in product design, consulting with clients, product definition, roadmap creation in the projects I lead in an agile environment.

Education Sector - Rebranding and development of a website for a programming school using WordPress.

Automotive Sector - Redesign of a multitenant platform for the sale and distribution of mechanical parts for vehicles.

IT Sector - 100% SaaS multi-tenant platform service offered to the clients of the company's main customers to track potential problems with the devices and apps used on their employees' computers.

Food and Biotech - Application that uses Artificial Intelligence to develop new food products from food industry databases and users' own developments.

Healthcare - Clinical Navigator application that guides doctors through each step of the clinical process.

HelpUP ↗

UI / Visual / FrontEnd | 2019 - 2022

Start-up & APP. Lead the design of the new features in collaboration with PM and dev from wireframing to prototyping, including the Dashboard, Landing Page, and the relevant user flows. Keeping the product consistent and creating multiple marketing materials for social media including video-animations and posters. Prototyping also and coding in css and html in a ruby on rails's app.

Freelance

Visual / FrontEnd | 2014 - 2018

During this period I worked on my own for different clients performing digital and graphic design tasks such as design systems, wireframe, application design, dashboard, animations, banners, presentations, iconography, illustrations, website maintenance with CMS. Carrying out projects from the beginning to their launch on the web.

McCann Erickson ↗

Animation Designer | 2009 - 2013

Marketing & Advertising. At McCann & Erickson I had the opportunity to see how an advertising agency worked from customer acquisition to completion of the campaign, and I was fortunate to learn from great creatives and professionals in the sector. The clients for whom I worked were Coca Cola, Banco Santander, Mapfre, Repsol, Disney, Páginas Amarillas, Telefónica or Acciona.

LaChuice

Art Director | 2008 - 2009

Marketing & Advertising. LaChuice was a medium-sized ad agency and I led the digital department. Designing web pages, landing pages, interactive banners, rich media, client presentations and even visuals that would later be turned into graphics, also taking part in the art department.

Education

MrMarcel School

UX/UI Advanced

Design Systems

UEM

M.A. Art&Technology

University of Seville

Bachelor of Arts

Skills

Product Definition

UX/UI Design

Visual Design

Wireframing

Animation

Prototyping

Coding

Tools

Figma

Jlra

Sketch

Adobe Illustrator

Adobe Photoshop

Adobe Animate

Html / CSS

Javascript

JQuery

Atom

CMS