Armando Rojano

UX/UI Specialist with over 3 years of experience designing and implementing functional and intuitive solutions, optimizing processes, and enhancing user experience through data-driven strategies and agile methodologies.

INFORMATION

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LinkedIn: linkedin.com/in/armandorour/

Portfolio: r0ur.github.io/portfolio/

EXPERIENCE

Ilum Prosperity Sherpas (2021 - Present)   Remote

UX Engineer   March 2024 – Present

- Improved communication between design and development teams by actively participating in planning meetings, reducing the number of meetings by 50%.
- Increased design-development fidelity by 30% through the use of modern frameworks such as Vue, React, and Angular, enhancing user satisfaction.
- Optimized development and deployment processes by 90% by migrating the workflow to Fedora Linux, enabling faster and more efficient development.
- Boosted tasks completed per sprint by 10% by developing reusable components using TailwindCSS, Bootstrap, and Sass, enhancing team productivity.
- Contributed to server logic using Next.js and Node.js, creating functions for MongoDB and PostgreSQL, improving response speed by 20%.
- Ensured an efficient and collaborative workflow using version control tools such as Git, Bitbucket, and GitHub, improving team cohesion by 25%.
- Guaranteed on-time sprint delivery by utilizing Jira for task management in an agile SCRUM environment, increasing overall team productivity by 15%.

UX/UI Designer and UX Researcher   January 2022 – March 2024

- Enhanced usability testing by 80% through improved workflow strategies, enabling more effective design iterations.
- Optimized project handoff to development by 80% by introducing design systems in every project, reducing errors and improving collaboration.
- Increased project quality by 90% through advanced design practices in Figma, including auto layout, variants, plugins, layout grids, constraints, and reusable components.
- Improved project presentation by 80% by developing content design, tone and voice guidelines, and content levels aligned with information architecture.
- Boosted project traceability by 40% by implementing better documentation practices, enhancing project access and continuity.
- Improved project documentation by 70% through change logs and structured workflows for documenting iterations and updates, facilitating collaboration and tracking.
- Conducted and documented user research using attitudinal, behavioral, qualitative, and quantitative methods to guide data-driven design strategies.
- Developed personas, site maps, and structured information architecture aligned with user needs and business goals, increasing user satisfaction by 25%.
- Ensured design feasibility and optimization by collaborating with multidisciplinary teams, coordinating resources, and aligning with development, reducing delivery times by 30%.
- Increased consistency across devices by creating responsive designs for web, tablet, and mobile applications, improving accessibility and user experience by 35%.

UX/UI Designer   August 2021 – January 2022

- Enhanced navigation and content organization by 30% by designing site maps and information architecture for a logistics service, improving end-user interaction.
- Increased clarity and efficiency in development by creating low, medium, and high-fidelity wireframes along with detailed style guides, reducing errors by 50%.
- Improved usability testing results by 40% by developing interactive prototypes in Marvel, conducting iterations, and increasing final design acceptance.
- Collaborated independently and with teams, including developers, PMs, and POs, adapting designs to technical and business requirements for effective product integration.

- Improved accessibility across devices by designing responsive web and mobile applications, enhancing user experience by 25%.
- Enhanced the quality of design deliverables by conducting multiple usability tests with end users and adjusting interactions based on data, reducing iterations by 20%.

CERTIFICATES

Google UX Design Professional Certificate   July 2024
Design Thinking Professional Certificate   February 2024
Scrum Foundation Professional Certificate   August 2023

SKILLS

Design: Figma, Sketch, Marvel, Zeplin, Maze, Axure, Framer, Webflow, Whimsical, Notion, Miro, Asana, Illustrator, Photoshop, Premiere Pro, After Effects.
Research: A/B testing, Affinity diagram, Information architecture, Benchmark, Card sorting, Surveys, Flow diagram, Interviews, Heuristic evaluation, Focus groups, Jobs-to-be-Done, Empathy map, Personas, Problem statement, Rapid prototyping, Storyboard, Usability test, User journey, User stories, User flow, Wireframes.
Development: HTML, CSS, JavaScript, Vue, Angular, React, Sass, Bootstrap, TailwindCSS, Jira, Confluence, Bitbucket, Git, GitHub.
Languages: Native Spanish, B1 English.

EDUCATION

University of Guanajuato   Guanajuato, México
Bachelor's degree in Digital Arts. GPA: 3.36   2017 – 2021
Professional License: 13458186