Armando Rojano

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Experience

Ilum Prosperity Sherpas   Remote
UX Engineer   March 2024 – Present

- Strengthened communication between design and development teams by being directly available during planning sessions, reducing clarification meetings by approximately 50%.
- Supported the designer-developer bridge, reducing design discrepancies by around 20% by ensuring precise attention to design details, resulting in higher fidelity in final web products.
- Contributed to the development of responsive interfaces and component creation in Vue, React, and Angular, optimizing frontend performance, which enabled a 10% increase in tasks allocated per sprint and improved user interaction through TailwindCSS, Bootstrap, and Sass.
- Collaborated on server-side data logic in Next.js and Node.js, creating functions to streamline data flow and improve performance for applications using MongoDB and PostgreSQL.
- Proficient in structured version control with Git, Bitbucket, and GitHub, supporting efficient workflow and team collaboration.
- Participated in Agile SCRUM sprint planning and task management using Jira to meet project timelines and support team productivity.
- Used Fedora Linux as a development environment, achieving development processes approximately 90% faster than on Windows, optimizing setup and deployment.

UX Designer & UX Researcher   January 2022 – March 2024

- Conducted and documented user research using attitudinal, behavioral, qualitative, and quantitative methods to identify pain points and guide data-driven design strategies.
- Aligned project goals with user insights and business objectives, implementing a data-driven design approach that increased user engagement.
- Developed personas, sitemaps, and structured information architecture to optimize content flow, enhancing user journeys across web and mobile platforms.
- Introduced content design elements, including tone of voice guidelines, content hierarchy, and UX-aligned copywriting, ensuring clarity and engagement in designs.
- Established a collaborative handoff process with multidisciplinary teams, ensuring design feasibility and alignment with development.
- Enhanced design fidelity and cross-device consistency by creating responsive layouts for web, tablet, and mobile applications.
- Contributed to the implementation of Design Systems to streamline developer handoff, reducing time by approximately 80% by making resources readily accessible.
- Optimized prototyping and design fidelity through advanced Figma practices, including auto layout, in-app prototyping, and pixel-perfect design.

- Developed and integrated structured information architecture and content processes, clarifying user flows and improving design organization.
- Instituted best practices for documentation, increasing access to research results by approximately 30% and improving project traceability.
- Created a change log system for design iterations, supporting efficient tracking of updates and improving collaboration.
- Implemented content briefings during information architecture planning, resulting in clearer, user-centered designs.

UX Designer   August 2021 – January 2022

- Designed comprehensive visual layouts and information architecture for logistics services, receiving positive user feedback and supporting navigation and UX objectives.
- Enhanced design handoff efficiency by developing detailed wireframes and style guides that provided clear specifications to developers.
- Created interactive prototypes in Marvel, conducting usability testing and refining designs through multiple iterations based on user feedback.
- Independently adapted designs to align with requirements from development, PM, and PO teams, ensuring cohesive project integration.

Certificates

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

Education

University of Guanajuato   Guanajuato, Mexico
Bachelor's degree, Digital Arts. GPA 3.36   December - 2021
Professional License 13458186

University of Guanajuato   Guanajuato, Mexico
Diploma, IT Security   November - 2021

Skills

Design: Figma, Marvel, Illustrator, Photoshop, Premiere Pro, After Effects, Notion, Miro, Asana.
Development: HTML, CSS, JavaScript, Vue, Angular, React, Sass, Bootstrap, TailwindCSS, Jira, Confluence, BitBucket, Git, GitHub.
Language: Native Spanish, B1 English.