

# Armando Rojano

Experienced UX designer with a strong background in creating intuitive, data-driven solutions for high-traffic retail, SaaS, and internal business tools. Proven track record of leading design and research initiatives in cross-functional, international teams. Passionate about creating accessible and impactful digital experiences that drive business outcomes.

## CONTACT

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## EXPERIENCE

### **El Puerto de Liverpool** – Hybrid

#### **UX Designer** Feb 2025 – Present

- Designed a clearer, more efficient invoicing experience for Liverpool, optimizing a critical flow used by 184k+ users each month and significantly reducing the complexity.
- Redesigned the primary sales platform used by contact center agents, improving critical workflows for a channel that processes between ~600K and ~3.7M MXN in daily revenue—significantly reducing friction and elevating operational efficiency across 40+ agents.
- Designed and improved the WhatsApp conversational experience as the UX Designer within a cross-functional product cell—enhancing user flows, applying conversation design principles, and supporting a channel that serves ~29k clients per day.
- Redesigned Salesforce modules used by both Contact Center and store agents across Mexico, applying UX best practices and Lightning Design System standards to improve usability, streamline workflows, and establish a scalable foundation for continuous product improvement.

### **Catarsis** – Remote

#### **UX Designer** July 2023 – Present

- Directed end-to-end UX design for clients, including user research, wireframes, prototyping, and usability testing.
- Crafted user flows, site maps, and high-fidelity prototypes in Figma, delivering intuitive interfaces aligned with business goals and user needs.
- Facilitated client workshops and usability interviews to gather requirements and validate design decisions, resulting in positive client feedback.
- Supplied design assets and documentation for developer handoff, supporting efficient implementation and adherence to UX best practices.

### **Illum Prosperity Sherpas** 3 years 6 months – Remote

#### **UX Engineer** Mar 2024 – Jan 2025 · 11 mos

- Advanced design-development fidelity by 30% using modern frameworks (Vue, React, Angular), driving higher user satisfaction.
- Boosted sprint task completion by 10% through development of reusable components with TailwindCSS, Bootstrap, and Sass, fostering greater team productivity.
- Programmed server logic using Next.js and Node.js, creating efficient database functions for MongoDB and PostgreSQL, resulting in a 20% gain in response speed.
- Promoted efficient and collaborative workflows with version control tools (Git, Bitbucket, GitHub), strengthening team cohesion by 25%.
- Secured on-time sprint delivery by managing tasks in Jira within an agile SCRUM environment, raising overall team productivity by 15%.
- Streamlined development and deployment processes by migrating workflows to Fedora Linux, enabling faster and more effective development cycles.
- Fostered communication between design and development teams by actively participating in planning meetings, halving the number of required meetings.

#### **UX Designer & Researcher** Jan 2022 – Mar 2024 · 2 yrs 3 mos

- Led end-to-end user research using attitudinal, behavioral, qualitative, and quantitative methods to inform design strategies and deliver data-driven solutions.
- Established and standardized design systems and documentation practices, streamlining project handoff, reducing errors, and improving team collaboration and traceability.
- Leveraged advanced Figma features (auto layout, variants, plugins, reusable components) to raise design quality and efficiency across multiple projects.
- Developed personas, site maps, and information architecture aligned with user needs and business goals, resulting in a 25% increase in user satisfaction.
- Delivered responsive web, tablet, and mobile designs to ensure consistency, accessibility, and a 35% enhancement in user experience across devices.
- Drove cross-functional collaboration with multidisciplinary teams, accelerating delivery timelines by 30% and ensuring design feasibility from concept through implementation.

#### **UI Designer** Aug 2021 – Jan 2022 · 6 mos

- Refined navigation and content organization by 30% through site maps and information architecture for a logistics web app, driving improved end-user interaction.
- Sharpened clarity and efficiency in development by crafting low, medium, and high-fidelity wireframes and detailed style guides, reducing implementation errors by 50%.
- Strengthened usability testing outcomes by 40% via development of interactive prototypes in Marvel and iterative design improvements, increasing design acceptance.
- Designed responsive web and mobile applications, optimizing accessibility and user experience by 25%.
- Elevated the quality of design deliverables through iterative usability testing with end users, reducing design revisions by 20%.

#### **Freelance** – Remote

#### **Graphic Designer** Aug 2018 – Jan 2021 · 2 yrs 6 mos

- Developed branding and visual identity materials for clients, including logos, business cards, and social media templates, utilizing Adobe Illustrator, Photoshop, and InDesign.
- Produced creative assets for digital campaigns and Facebook pages, amplifying audience engagement for small business clients.
- Collaborated on academic and freelance design projects, applying research and design thinking to deliver effective visual communication solutions.

#### **CERTIFICATES**

**Meta Front-End Developer** Specialization – Dec 2024

**Google UX Design** Professional Certificate – May 2024

**Design Thinking** Professional Certificate – Feb 2024

**Scrum Foundation** Professional Certificate – Aug 2023

#### **SKILLS**

**Design:** Figma, Sketch, Marvel, Zeplin, Maze, Axure, Framer, Webflow, Quantum Metric, Whimsical, Notion, Miro, Asana, Illustrator, Photoshop, Premiere Pro, After Effects, Affinity Designer, Affinity Photo, Affinity Publisher.

**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, B2 English.

#### **EDUCATION**

**University of Guanajuato** – Guanajuato, Mexico

Bachelor's Degree in Digital Arts. GPA: 3.36 Jan 2017 – Dec 2021

Professional License: 13458186

**University of Guanajuato** – Guanajuato, Mexico

Diploma in Security in ICT Environments Aug 2021 – Nov 2021