



## CONTACT INFORMATION

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 Roberto Carlos Machado Aguilar

## GENERAL SKILLS

- Interface Design
- User Experience Design
- UX methodologies focused UCD.
- User Research.

## TECHNICAL SKILLS

- Figma
- Sketch
- Invision
- Invision Studio
- Zeplin
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- HTML/CSS
- JQuery/Javascript

# ROBERTO MACHADO

## PRODUCT DESIGNER

### PROFESSIONAL PROFILE

I am a UI / UX professional. I work mainly in user-centered design developing digital products.

My approach is to develop a good user experience through in depth analysis.

### EXPERIENCE

#### Lead Web Designer, UI/UX Designer

Salud Digna I.A.P | December 2017 - September 2019

- Graphic interface design applying UX methodologies.
- Create functional prototypes that can be tested and measured.
- I develop the proposed front-end in an interface.
- Ideation of strategies to improve the employee experience in clinics (Employee Design).

#### UI/UX Designer

Coppel S. A. | September 2019 - March 2021

- Interface design using graphing and prototyping tools.
- Measurement of digital products through tests and ideation of solutions or improvements to the user experience.
- Design of services adjusted to graphical interfaces.

#### Lead UXD

Viva Organica | March 2021 - June 2021

- Interface design using graphing and prototyping tools.
- Measurement of digital products through tests and ideation of solutions or improvements to the user experience.
- Formulation of strategies for the transformation of digital products with agility.

### ACADEMIC TRAINING

#### Universidad Autónoma de Sinaloa (UAS)

Ingeniero de software | July 2010 - December 2015