CONTACT INFORMATION

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in 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 (Employeed 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.

Lead UXD
Coppel S.A | June 2022 - at present

- Tool and resource management: selection and evaluation of tools and resources to support design teams.
- Documentation: record process and design decisions to assist teams.
- Experience design: creating solutions to satisfy user needs.
- Project management: meeting deadlines and budgets in UX projects.

ACADEMIC TRAINING

Universidad Autónoma de Sinaloa (UAS)
Ingeniero de software | July 2010 - Dicember 2015