

Hi! I'm Alejandro Cámará López

PRODUCT DESIGNER



More than 7 years of experience in B2B and B2C software solutions. I bring my engineering background, systemic approach to design, and a passion for problem-solving to create streamlined solutions.

I strive creating simple paths for complex workflows. I think technology should be invisible to the users and not an obstacle for them to complete their tasks. In my design process, I search for the most straight-forward and logic way of helping users complete their tasks so they can focus on their job and not the tools.

I am not only a product designer, but a tinkerer. I am always learning new things that expand my knowledge. Lately, if I am not designing, I am playing around with React or Blender.

#user-research #heuristic-evaluation #figma #prototyping #user-testing #design-systems
#front-end #developer-handoff

Integrated Multiple Assessment Solution

Role: UI/UX Designer

Timeframe: 2017 - Current

Platforms: Web, Desktop

Responsible for the complete design workflow. From interviewing office workers and observing how they currently research incoming trade marks, to development hand-off, passing through ideation and user testing.

Working in an agile environment, we try to be 3-4 sprints ahead of development to have room for technical consultation with the engineering team, user testing and requirements adjustments.

For this project and future ones, we have also started creating a Design System.

#user-research #prototypes

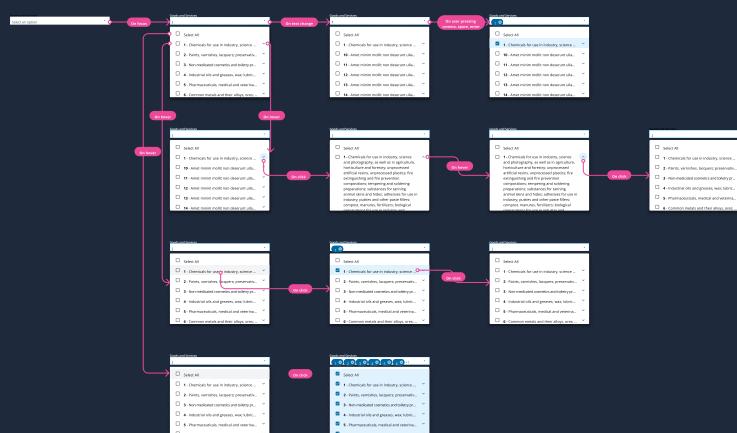
#user-testing #visual-design

#dev-handoff #design-system

#figma

Plant Varieties (CPVO)	Results					
Pineapple Pr0	Ananas comosus	Ananas comosus	QZ	PBR	Registered	1591696068371
PIn3apple Pr0	Ananas comosus	Ananas comosus	ES	EQC	Ended	1595205896212
PIn4apple Pro	Ananas comosus	Ananas comosus	QZ	MMM	Filed	1596301957864
PIn3apple Pro	Ananas comosus	Ananas comosus	FR	PBR	Registered	15903067871221
PIn3apple Pr0	Ananas comosus	Ananas comosus	DE	FRT	Registered	1596842018413

App Interface



Component flow

Database Collapsed 3 Results

Design System / Database component / Collapsed

Database Expanded

Design System / Database component / Expanded

Search	Reasoning	Databases	Details
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Database Expanded & Selected

Design System / Database component / Expanded and Selected

Search	Reasoning	Databases	Details
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Design System / Database component / Expanded and Selected

Decision Desktop

Role: UI/UX Designer

Timeframe: 2017 - Current

Platforms: Web, Desktop

Document templating and decision assistant for examiners.

Project started from scratch with user interviews and studying their daily workflows.

Everything is done in Figma, from ideation and wireframe to prototypes and final designs.

Interactive prototypes were created for each flow and tested with internal users before moving to final designs and creating the development hand-off documentation.

#user-research

#prototypes

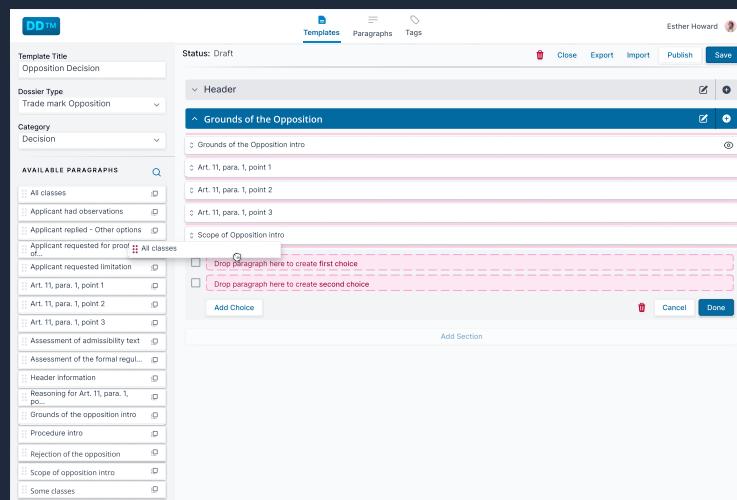
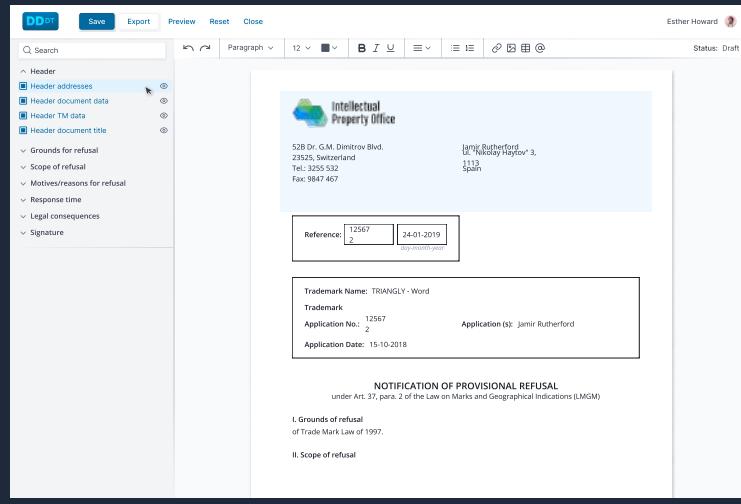
#user-testing

#visual-design

#dev-handoff

#design-system

#figma



Decision Desktop / Template Manager / Template Creation

brand.light	error.light	warning.light	success.light	text.dark bg
#E0F2FE hsla(202, 80%, 24%, 1);	#FEE2E2 hsla(0, 93%, 94%, 1)	#FEF3C7 hsla(48, 96%, 89%, 1)	#CCFBF1 hsla(167, 85%, 89%, 1)	#F8FAFC hsla(210, 40%, 98%, 1)
brand.main	error.main	warning.main	success.main	text.secondary
#0369A1 hsla(201, 96%, 32%, 1)	#B81C1C hsla(0, 74%, 42%, 1)	#B45309 hsla(26, 90%, 37%, 1)	#0F76E hsla(26, 90%, 37%, 1)	#475569 hsla(215, 19%, 35%, 1)
brand.dark	error.dark	warning.dark	success.dark	text.light bg
#0C4A6E hsla(202, 80%, 24%, 1)	#7F1D1D hsla(0, 63%, 31%, 1)	#78350F hsla(22, 78%, 26%, 1)	#13E4A hsla(22, 78%, 26%, 1)	#0F172A hsla(210, 40%, 98%, 1)

Developer Hand-off / Color palette example

Style used for error and help messages in input fields and captions for images.

text.helper
font-family: Inter;
font-size: 12px;
font-weight: 400;
line-height: 16px;
letter-spacing: 0em;
text-align: left;

Style used for input field labels and buttons.

text.labels
font-family: Inter;
font-size: 14px;
font-weight: 600;
line-height: 20px;
letter-spacing: 0em;
text-align: left;

Style used for explanatory paragraphs.

text.explanatory
font-family: Inter;
font-size: 14px;
font-weight: 400;
line-height: 20px;
letter-spacing: 0em;
text-align: left;

Developer Hand-off / Typography example



Label	Placeholder
Label	Focused
Label	Error Clear error message

Developer Hand-off / Typography example

TMview

Role: UI/UX Designer

Timeframe: 2017 - Current

Platforms: Web (Desktop & Mobile)

Link: <https://www.tmdn.org/tmview>

The search engine for trade marks was the first project I was involved in when I started working at the EUIPO.

Project was already underway, and prototypes existed in Axure, I continued with the user testing and research.

After validating the prototypes with internal and external users, I shared them with the UI designer that did the visuals in Illustrator.

In the latest sprints we are designing the mobile version.

#user-research #prototypes
 #user-testing #visual-design
 #dev-handoff #design-system
 #axure #figma

Axure mockups

Final design of Front page

Final mockups of Results page

Mobile - Front page

Mobile - Results page

Travelest App

Role: Product Designer

Timeframe: Q1 - Q2 2018

Platforms: Mobile App,
React Native

A group of students who won a business accelerator program approached me to design their mobile app idea.

I wireframed the user flows, created prototypes and guerrilla tested them. After validating the ideas, I designed the final version of the app for developers to code it in React Native.

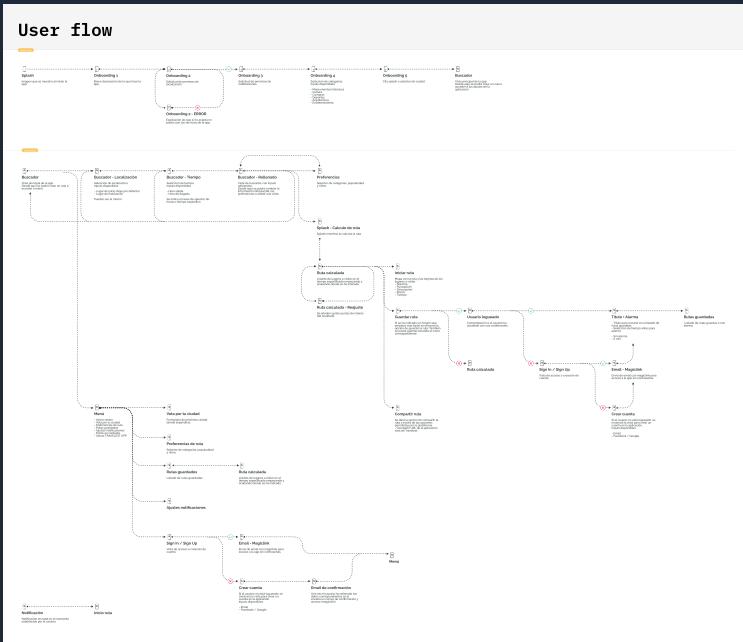
#user-research

#prototypes

#sketch #guerrilla-testing

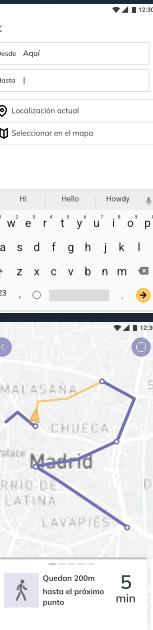
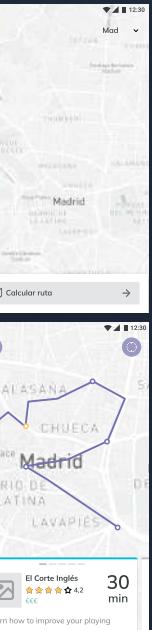
#visual-design

#after-effects #dev-han

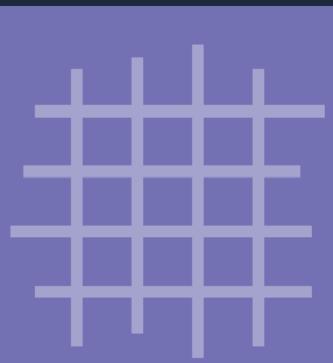


Apps user flow to identify all possible actions and outcomes

Wireframes



Visuals



Loading screens animate in Adobe After Effects and exported as Lottie files

What I Can Contribute

As you can see from the selected works, I can convert intricate workflows into simple applications. I have experience with user research, user testing, creating a set of UI components that will work across multiple applications, as well as creating tools from scratch. I like diving into front-end code whenever I can and I love finding reasons to learn new stuff like animation, 3D, React...

In a previous job, apart from being the designer I was also the customer support and gave training to the clients on how to use the tool.

I like experimenting, I like challenges and the search to solve them.

I have worked both in a collaborative manner with other designers and taking charge of a whole project by myself and I like to work, collaborate, and get involved with the developers from the start so we all contribute.

Do let me know if you have any questions, and I'd love to jump on a quick call to discuss my previous experience further and why I think I would be a great fit.

 hi@alejandrocamara.info

Currently, I have been working as an external contractor for a couple of years now, so I have no issues with it and with working remotely, with the COVID situation the company I work for has gone remote, so I have everything set up.

