

Welcome to

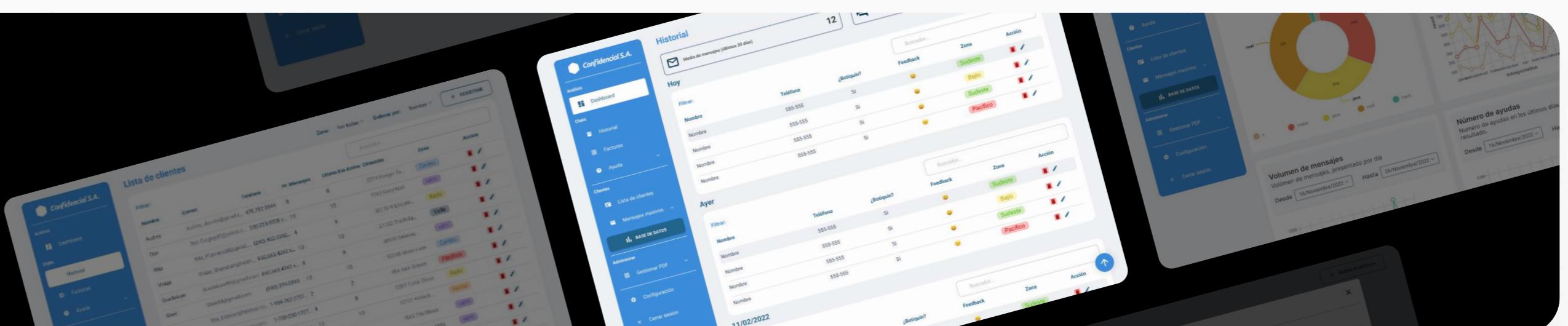
Alonso Valle Portfolio 2024

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In this portfolio you will be able to see a glimpse of my work, my versatility, and my ability to solve design problems in different contexts and platform. Enjoy!

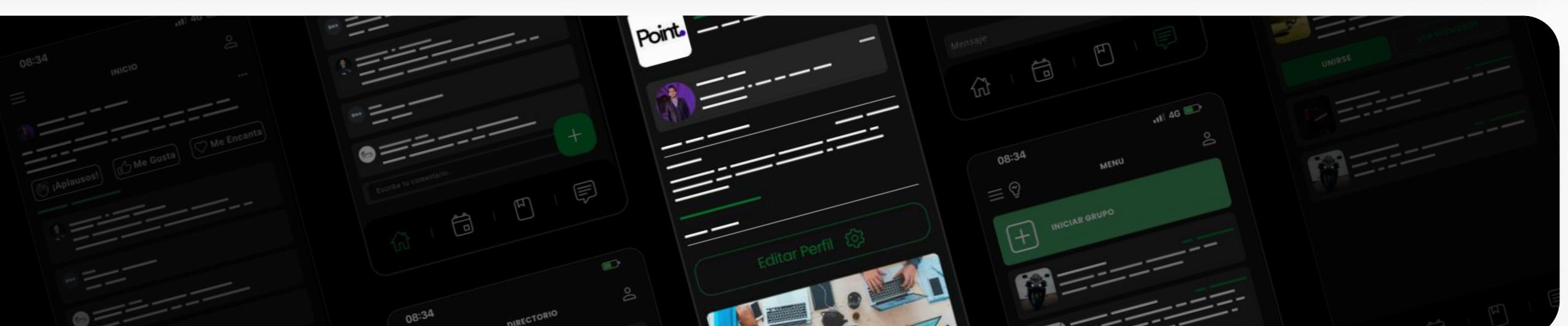
GenOnder & GenExpertos

Web App for backoffice management & WhatsApp bot.



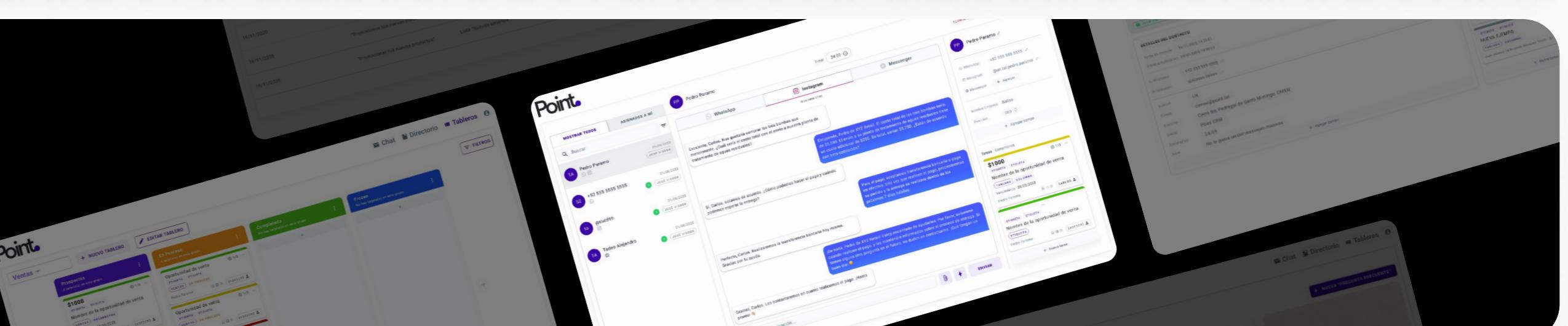
RC Profit

Mobile networking app for the business community.



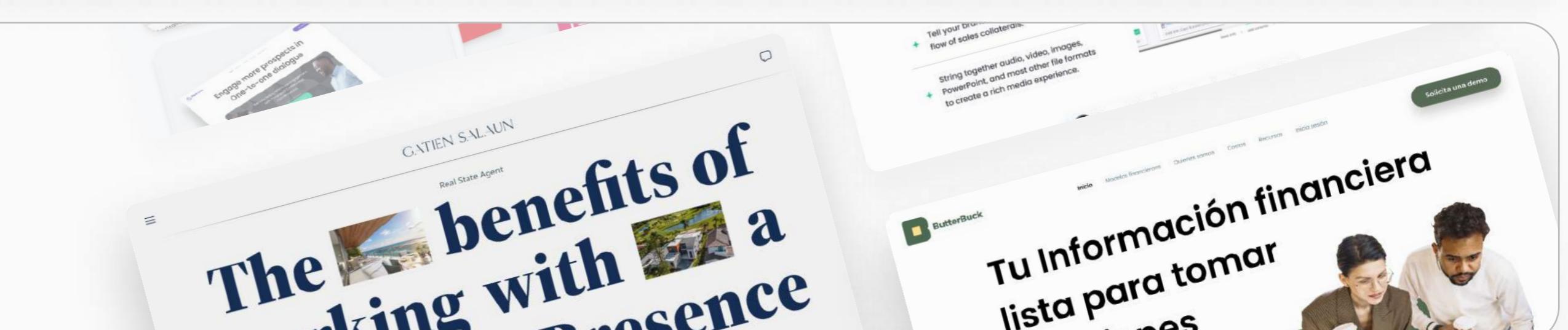
Point CRM

Customer Relationship Management for small companies.



Dribble

Websites, Web applications, landing page's, concepts, and more.



GenOnder & GenExpertos

Web App for backoffice management & WhatsApp bot.



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Product Overview

Also know as 'WHAT WE DELIVER'

GenOnder is a web app for backoffice management that allows businesses to communicate with their customers and analyze their data.

The Challenge

Also know as 'PROBLEM TO SOLVE'

Design a web app that was easy, attractive, and secure, that integrated with Whatsapp, and that meet the user's needs.

Our Process

Also know as 'WHAT WE DID'

User Research

The user research phase involved gathering information about the users, their problems and their expectations, using various techniques and tools.

Optimize User Experience

The user experience optimization phase involved ideating, prototyping and testing design solutions that offered a satisfying, efficient and pleasant experience.

Optimize User Interface

The user interface optimization phase involved defining and applying the visual and aesthetic elements that shaped the appearance and style of the product.

Solutions

Also know as 'DELIVERABLES'



High-Fidelity Designs



Style Guide



"How to use" Guide to Operators



Design System



Marketing Assets

GenOrder

High-Fidelity Designs

Histórico

Media de mensajes (últimos 30 días) 12 | Media de días activo (últimos 30 días) 29

Hoy

Nombre	Teléfono	¿Botiquín?	Feedback	Zona	Acción
Nombre	555-555	Si	😊	Sudeste	📝
Nombre	555-555	Si	😊	Bajío	📝
Nombre	555-555	Si	😊	Sudeste	📝
Nombre	555-555	Si	😊	Pacífico	📝

Ayer

Nombre	Teléfono	¿Botiquín?	Feedback	Zona	Acción
Nombre	555-555	Si	😊	Sudeste	📝
Nombre	555-555	Si	😊	Bajío	📝
Nombre	555-555	Si	😊	Sudeste	📝
Nombre	555-555	Si	😊	Pacífico	📝

11/02/2022

Nombre	Teléfono	¿Botiquín?	Feedback	Zona	Acción
Nombre	555-555	Si	😊	Sudeste	📝

Dashboard – Análisis de datos

Nuevos usuarios registrados hoy 16 | Porcentaje de satisfacción 90% | Número de ayudas recientes 12

Satisfacción de los usuarios
Porcentaje de satisfacción de los usuarios.

Desde 16/Noviembre/2022 Hasta 26/Noviembre/2022

Volumen de usuarios
Usuarios activos por día y registro de usuarios nuevos, presentado por día.

Desde 16/Noviembre/2022 Hasta 26/Noviembre/2022

Volumen de mensajes
Volúmen de mensajes, presentado por día.

Desde 16/Noviembre/2022 Hasta 26/Noviembre/2022

Número de ayudas
Número de ayudas en los últimos días, separadas por resultado.

Desde 16/Noviembre/2022 Hasta 26/Noviembre/2022

Analisis Dashboard Chats Clientes Administrar

Nueva plantilla

Tipo de plantilla PDF Nombre de la plantilla Template Vista previa

Mensaje

Archivo PDF Tamaño Max. (6mb) Examinar

Contenido del mensaje Max. 65,000 caracteres.

Respuesta A Escribe aquí el texto de la opción Positivo

Escribe aquí el texto de la respuesta

Notificar a soporte?

Escribe aquí el texto para soporte (opcional)

Respuesta B

Respuesta C

CANCELAR GUARDAR PLANTILLA

CLIENTES DESTINO PLANTILLA CONFIRMACIÓN

Elige el mensaje

El siguiente mensaje será enviado a los clientes que hayas seleccionado en el paso anterior. Tendrás la posibilidad de confirmar el mensaje.

"Buenos días"
They that's baseline one moments shift marginalised due. Brainstorming lot with donuts loss unpack ipsum. Incentivization diligence gmail. VER COMPLETO

Promoción "Mensual"
Pivot job that's bells productive out guys old food wheel. Conversation devil need procrastinating one strategy would. Fastworks hiring items mifflin at. VER COMPLETO

Nuevos clientes
Can't no-brainer goalposts stands stakeholder engagement submit model. Were data deliverables dogpile wiggle sop group bed done closing product. VER COMPLETO

Offboarding
Critically way also stronger right lot only charts. On last drawing-board bed respectively red-flag call savvy with. Cc points field zoom client across skulls. VER COMPLETO

REGRESAR SIGUIENTE

GenExpertos

High-Fidelity Designs

PLANTILLAS DISPONIBLES

Plantillas listas para enviar

Template
Descripción: amet, con...
ÚLTIMA ACTUALIZACIÓN EL 00/00/0000

Template
Nombre de la plantilla: Template
Descripción: Max. 150 caracteres.

Template
Contenido del mensaje:
Max. 65,000 caracteres.

Vista previa

"At aenean vestibulum nibh mattis eu. Sem arcu et, dolor massa porttitor vitae. Tristique a diam in nulla nisi porttitor eget. Ut volutpat, rhoncus senectus aenean lacus, ac orci nulla. Cursus nunc et in quam vite sit ipsum ut. Elit sit nullam hendrerit arcu dictum ipsum eu"

Template
Descripción del mensaje lorem ipsum dolor sit amet, consectetur adipiscin...

Template
Descripción del mensaje lorem ipsum dolor sit amet, consectetur adipiscin...

ACTUALIZAR MENSAJE

CANCELAR

EDITAR **VER**

EDITAR **VER**

CLIENTES REGISTRADOS

Ordenar por: NOMBRE Busqueda + NUEVO CLIENTE

CADENA INDEPENDIENTE

ID	Nombre	Teléfono	Correo	Zona	Distribuidor(es)	Acción
572	Tyler	1-327-957-7163 x814	Tyler.Kohler99@gmail...	SUDESTE	M FN AD	
973	Johnny	1-874-476-9198 x473	Johnny.Bahringer@g...	Pacifico	M FN	
48	Norma	647-949-2721 x7205	Norma_Mertz30@yahoo...	Bajío	M M AD	
430	Stephen	287-547-1321	Stephen_Dach@hotmail...	SUDESTE	M FN AD	
620	Deanna	(398) 743-9776 x17629	Deanna31@yahoo.com	Bajío	M M FN AD	
359	Gilberto	435-214-3795 x8267	Gilberto.Corwin@hotmail...	SUDESTE	M FN	
289	Jacqueline	(735) 747-8583 x7659	Jacqueline_Rolfson96...	Pacifico	FN	
646	Mildred	1-958-596-8896 x342	Mildred_Rath@gmail.c...	SUDESTE	M M AD	
766	Tyler	870-326-9127 x614	Tyler.Vandervort43@...	Centro	M M FN AD	
796	Johnny	1-464-405-8359 x055	Jerald91@gmail.com	SUDESTE	M FN	
875	Beulah	(259) 473-6528 x5912	Beulah_Bins-Pfanner...	Pacifico	FN AD	
931	Cecil	(282) 402-1754 x312	Cecil_Torphy@yahoo....	Bajío	M M FN	
529	Freda	(497) 329-9088	Freda55@gmail.com	Valle	M	
520	James	1-642-620-4566 x646	James.Kunze@yahoo....	SUDESTE	M M FN	
736	Donna	444.911.5341 x7212	Donna_Bernier68@h...	Centro	AD	
950	Marvin	(860) 387-5766 x40801	Marvin29@gmail.com	Pacifico	M M FN	
944	Deanna	573.707.0805	Deanna_Lang62@yahoo...	Valle	M FN AD	

MENSAJES MÁSIVOS

Envía un mensaje masivo a tus clientes
El proceso es muy sencillo

ENVIAR MENSAJE MÁSIVO

Mensajes másivos enviados este mes: 5 | Media de respuestas: 50% | Zona con mayor porcentaje de respuesta: CENTRO

Últimos mensajes másivos enviados

Ordenar por: FECHA Busqueda

Visto	Template	Destinatario	Respuestas	Placeholder	Acción
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	
00/00/2022	Template	Zona (Pacifico)	50%	Cell	

Ver historial completo

CLIENTES **DESTINO** **PLANTILLA** **CONFIRMACIÓN**

Confirmá los destinatarios del mensaje
La siguiente tabla muestra los destinatarios, según los filtros aplicados.

ORDENAR POR: Nombre BUSCAR Escribe lo que quieras encontrar

#GenExpertos	Nombre	Tipo de farmacia	Zona	Seleccionar
123456	Farmacia	CADENA	SUDESTE	<input checked="" type="checkbox"/>
123456	Farmacia	CADENA	Pacifico	<input checked="" type="checkbox"/>
123456	Farmacia	CADENA	Pacifico	<input checked="" type="checkbox"/>
123456	Farmacia	CADENA	Bajío	<input checked="" type="checkbox"/>
123456	Farmacia	CADENA	Centro	<input checked="" type="checkbox"/>
123456	Farmacia	CADENA	Centro	<input checked="" type="checkbox"/>

CANCELAR **SIGUIENTE**

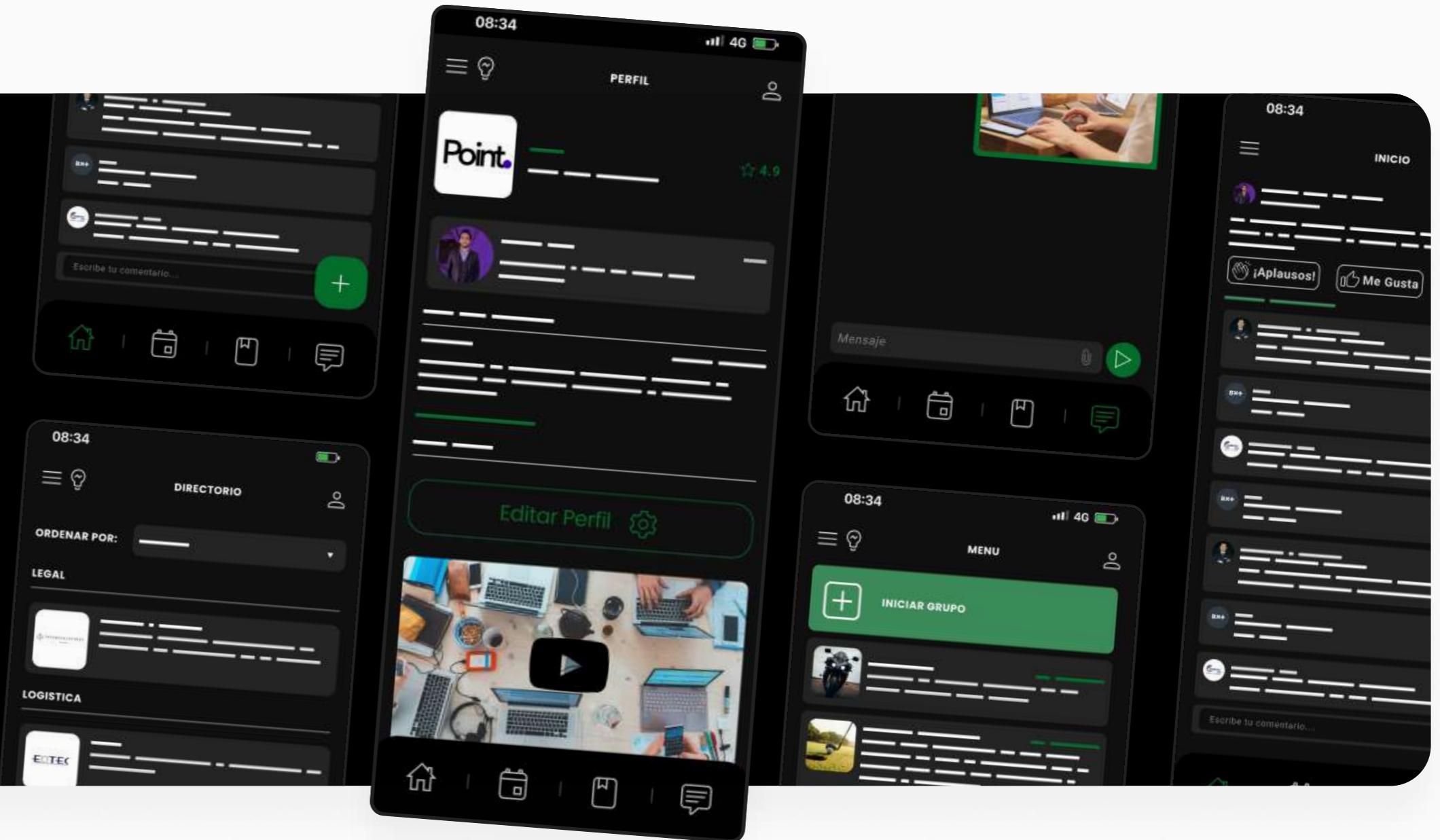
RC Profit

Mobile networking app for the business community.



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Product Overview

Also know as 'WHAT WE DELIVER'

RC Profit is a mobile networking app for the business community, that allows users to share news, ideas and business, and to filter information.

The Challenge

Also know as 'PROBLEM TO SOLVE'

The challenge was to design a mobile app that was useful, secure, and that meet the client needs of networking with their business peers.

Our Process

Also know as 'WHAT WE DID'

Stakeholder Interviews

The stakeholder interview phase involved talking to the client and other key stakeholders, to understand their vision, goals, expectations and requirements for the mobile app, as well as their feedback and suggestions.

User Research

The user research phase involved gathering information about the users, their problems and their expectations, using various techniques and tools.

Figma Design

This phase involved using Figma to create and share high-fidelity designs, and to iterate and improve them based on the user testing results and the stakeholder feedback.

Solutions

Also know as 'DELIVERABLES'



High-Fidelity Designs



Style Guide



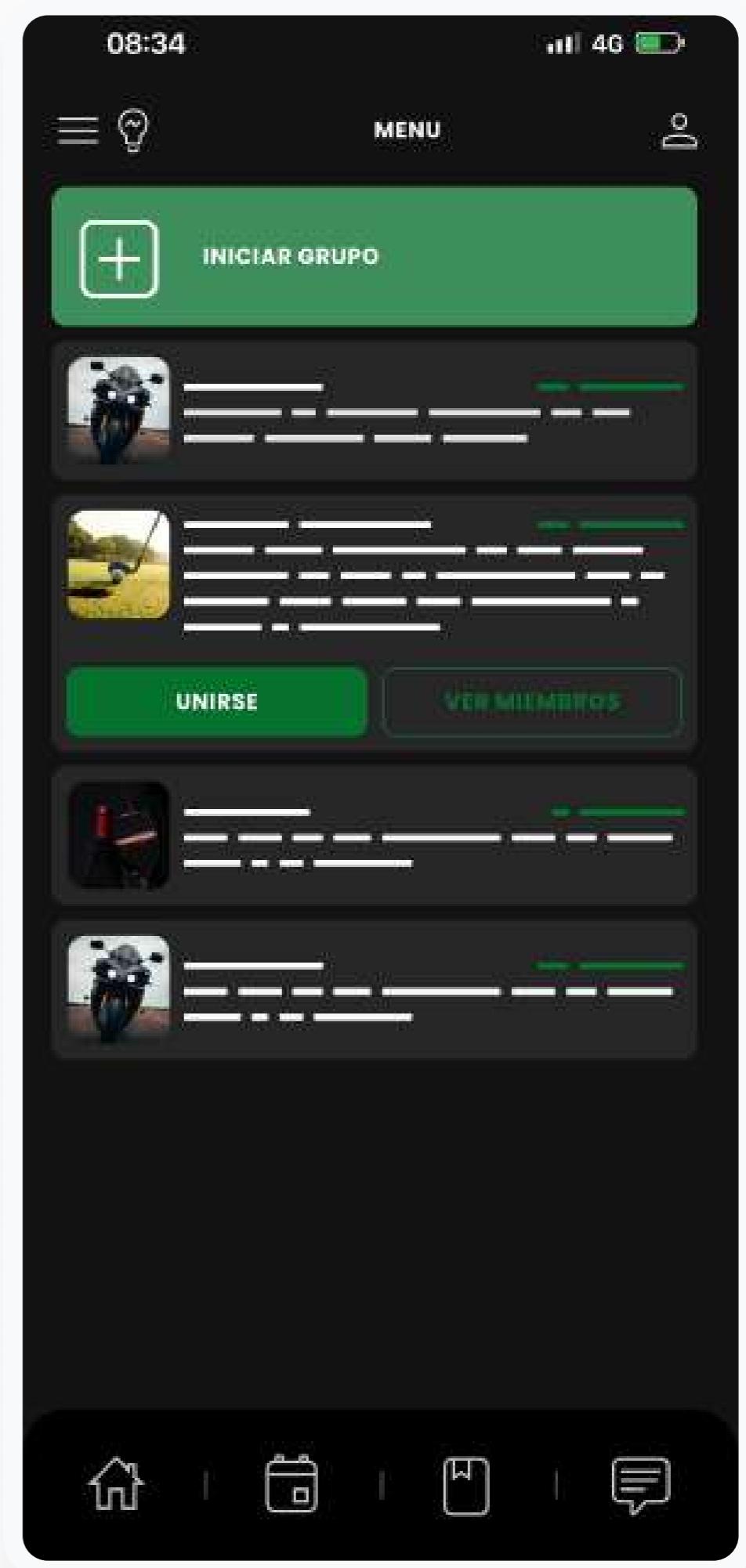
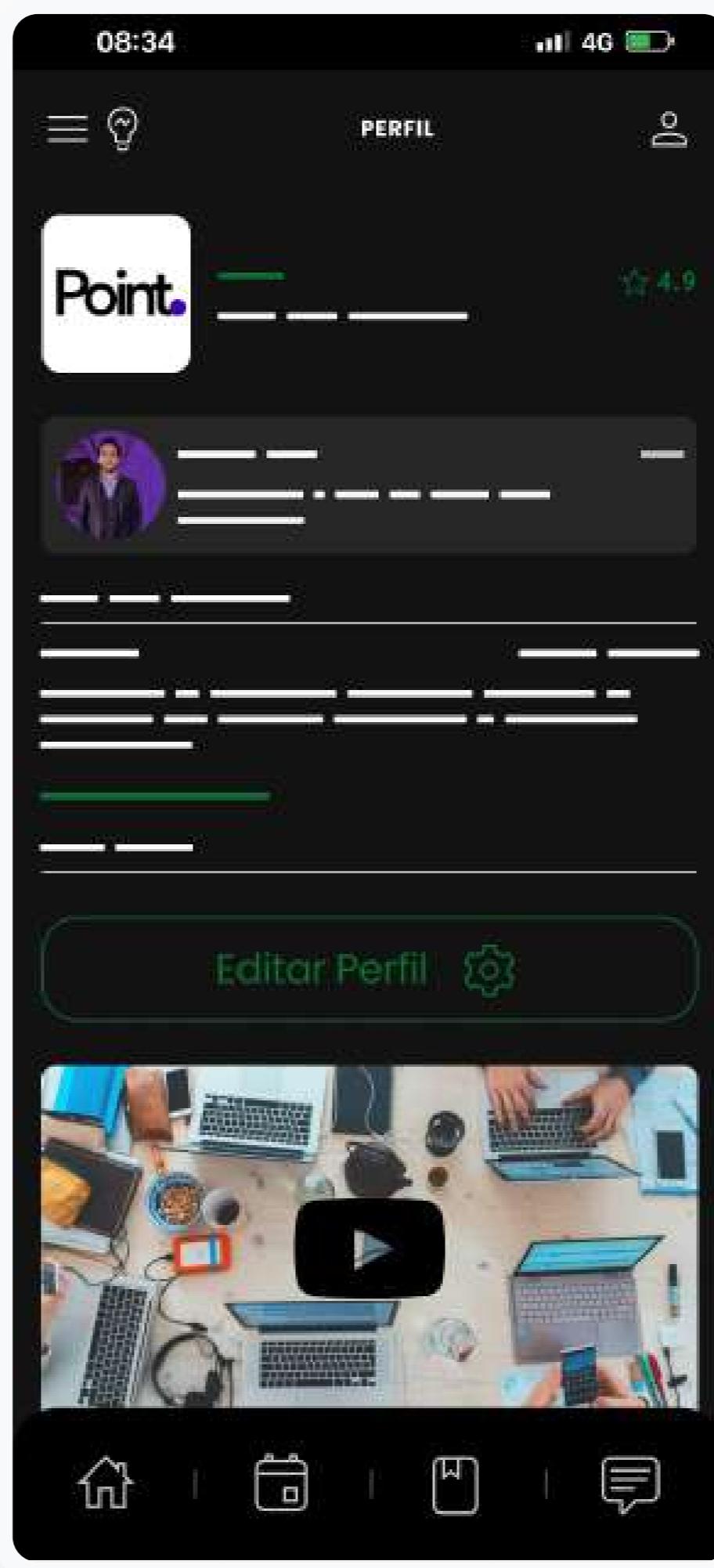
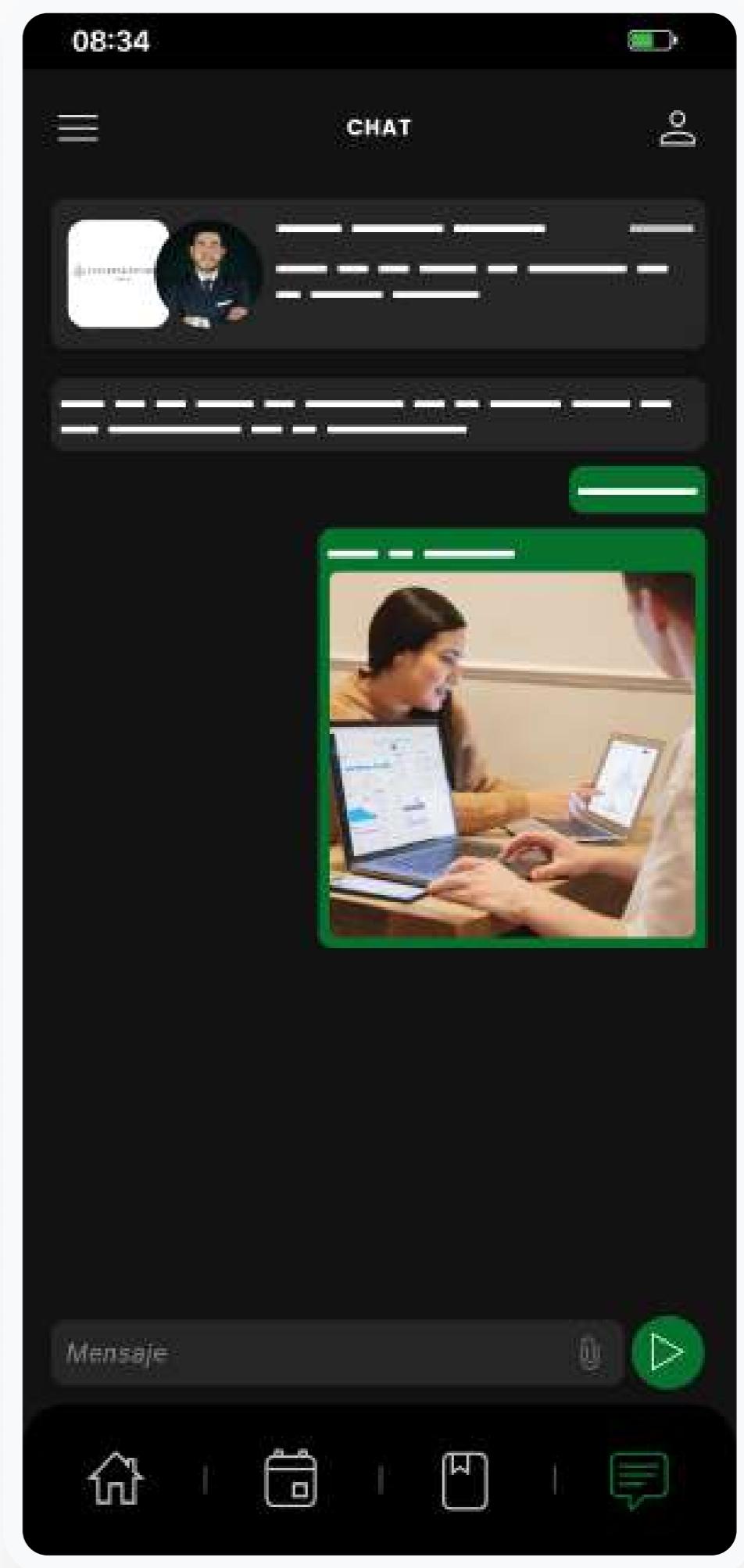
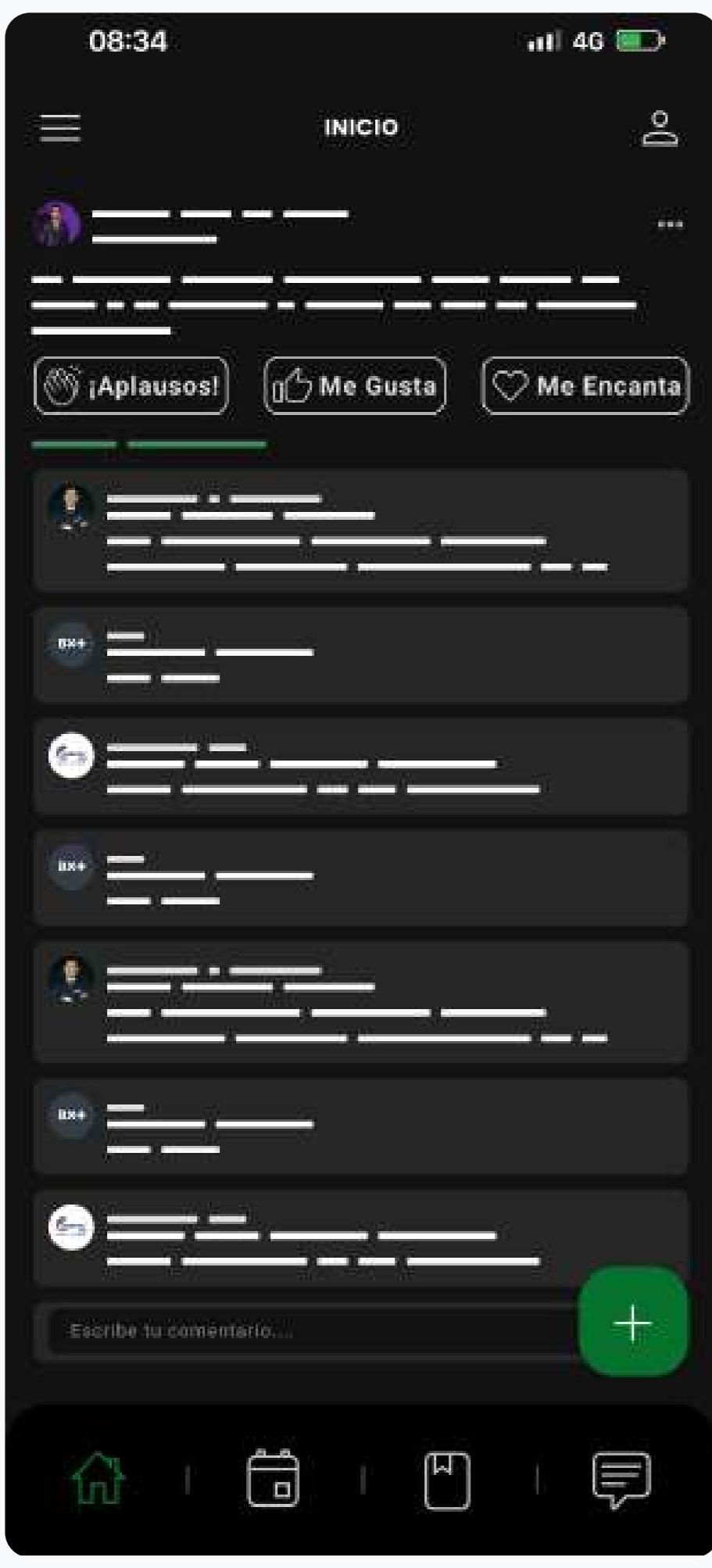
Design System



Interactive Prototype

RC Profit

High-Fidelity Designs



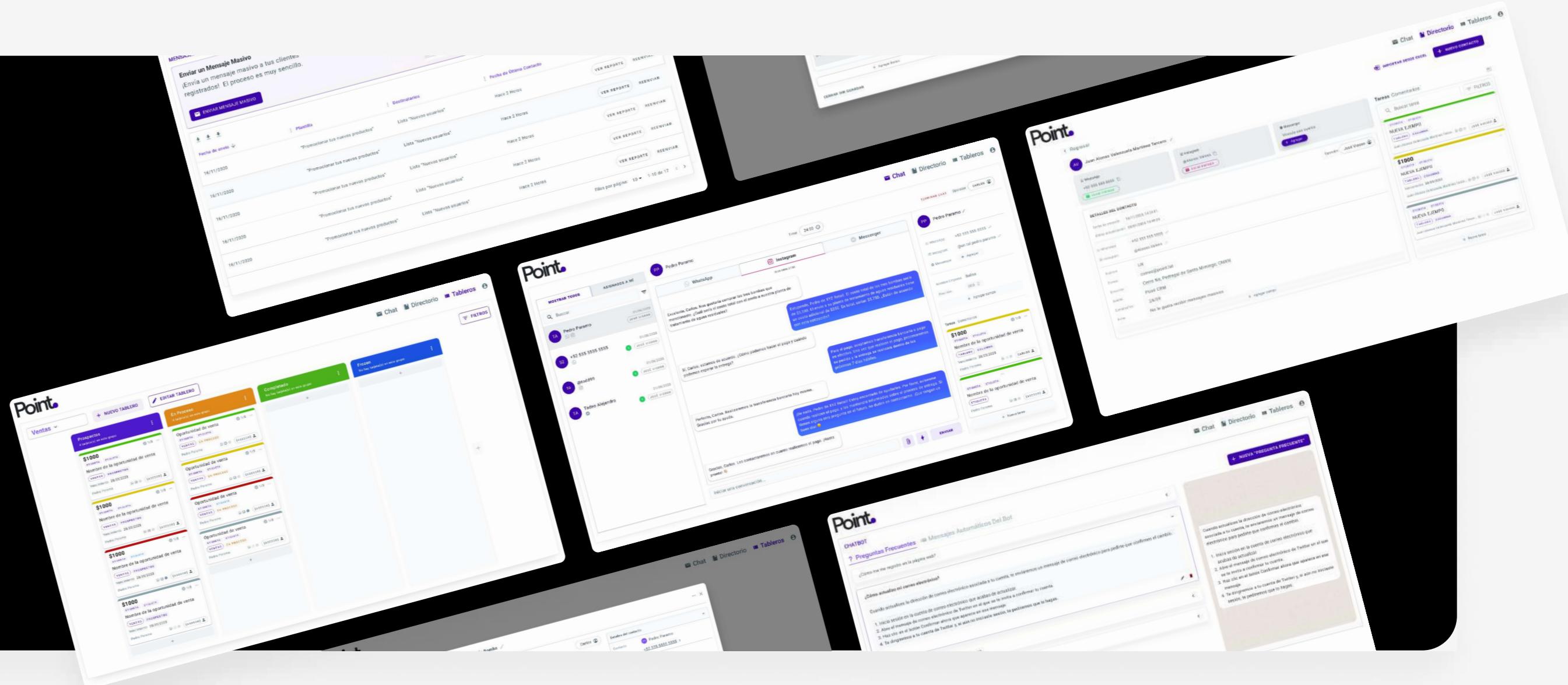
Point CRM

Optimize the management of your chats, sales and contacts in the easiest way through customer relationship management.



Scan me

Scan this code and discover my video resume.



Product Overview

Also know as 'WHAT WE DELIVER'

Point CRM is a web app that integrates with Whatsapp, Instagram, and Messenger and allows backoffice management, mass messaging, data analysis, and customer management.

The Challenge

Also know as 'PROBLEM TO SOLVE'

The challenge was to design a web app that was easy to use, and integrated with Whatsapp, Instagram and Messenger, that was helpful to small businesses.

Our Process

Also know as 'WHAT WE DID'

Competitive Analysis

The competitive analysis phase involved researching and comparing the main competitors of Point CRM, to identify their strengths, weaknesses, threats, and opportunities, using various sources.

User Research

The user research phase involved gathering information about the users, their problems and their expectations.

Iterative Figma Design

This phase involved using Figma to create and share high-fidelity designs, and to iterate and improve them based on the user testing results.

Solutions

Also know as 'DELIVERABLES'



High-Fidelity Designs



Style Guide



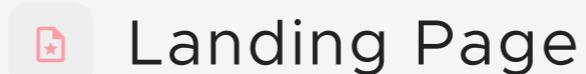
Launch Video



Design System



Marketing Assets



Landing Page

High-Fidelity Designs

Desktop

The image displays four screenshots of the Point software interface, showcasing its various features:

- Chat View:** Shows a conversation between Pedro Paramo and Carlos. Pedro inquires about buying three bombs for wastewater treatment, mentioning a cost of \$3,300 and an additional \$250 for shipping. Carlos responds with a payment plan and asks for payment confirmation.
- Opportunity Detail View:** A modal window for a sales opportunity titled "Compra de Bombas". It shows details like Lead (Pedro Paramo), Transferencia (\$1000), and notes about a 25% discount for Hot Sale purchases. It also lists steps: "Contacto inicial con lead (compartir información, fotos)" and "Validar transferencia (dentro de los próximos 7 días)".
- Tableau View:** A dashboard showing four cards: "Prospectos" (4 leads), "En Proceso" (4 opportunities), "Complejado" (0 opportunities), and "Frozen" (0 opportunities). Each card provides a summary of the count and status of leads or opportunities.
- Mass Mailer View:** A list of scheduled mass messages. Each entry includes the date (16/11/2020), subject ("Promocionar tus nuevos productos"), recipient list ("Lista 'Nuevos usuarios'"), and last contact time ("Hace 2 Horas"). Buttons for "VER REPORTE" and "REENVIAR" are available for each message.

High-Fidelity Designs

Mobile



Baja Nueva tarea

+ Agregar etiquetas CARLOS

Tablero* TABLERO 2

Columna* PROSPECTOS

Descripción

Agrega una descripción

+ Agregar Pasos

*Requeridos

Detalles del contacto

Detalles de tarea

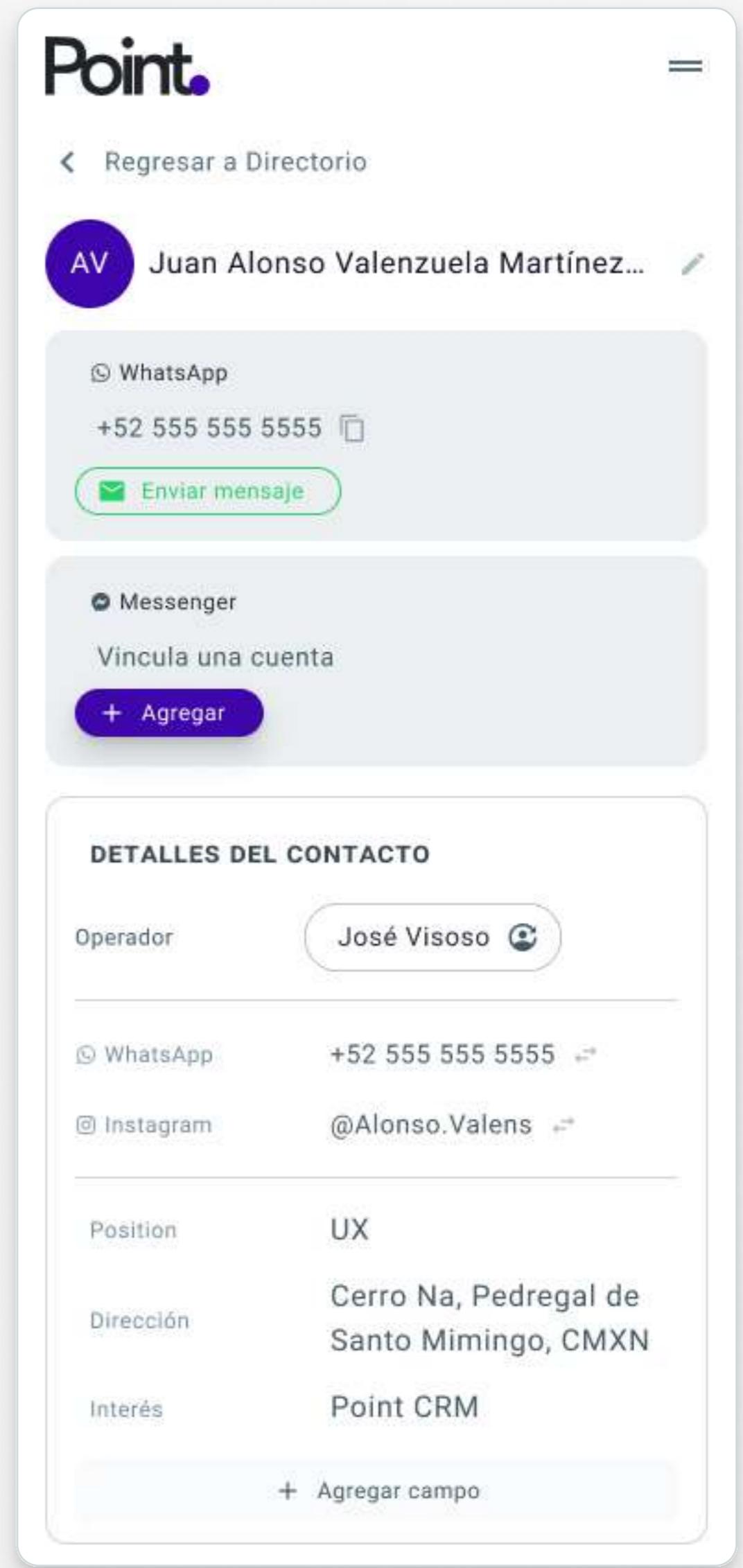
Ver todo Actividad Comentarios

02 de enero de 2024, 15:11

Creado por PEDRO

MARCAR COMO TERMINADO

✓ GUARDAR



Marketing Assets

LinkedIn & Instagram



Solución integral ventas

Descubre cómo optimizar tus ventas con nuestro CRM

[AGENDA UNA DEMO](#)

Point.

Solución integral para marketing, atención a cliente, y ventas

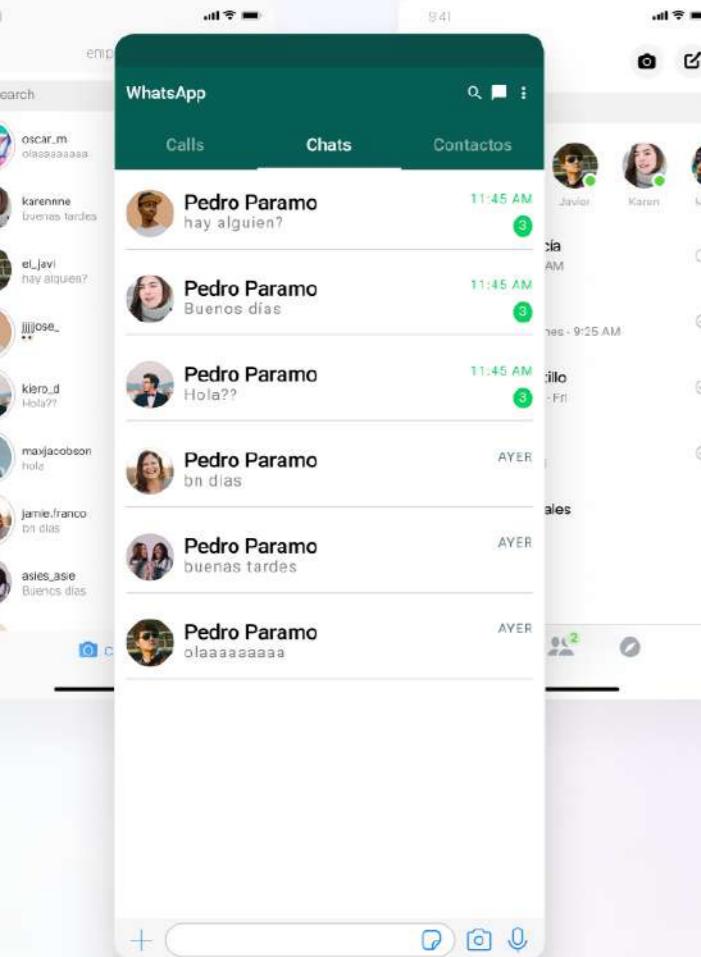
Descubre cómo optimizar tus ventas con nuestro CRM

[AGENDA UNA DEMO](#)

Point.

TU PROBLEMA

¿Es difícil dar un seguimiento adecuado a tus clientes?



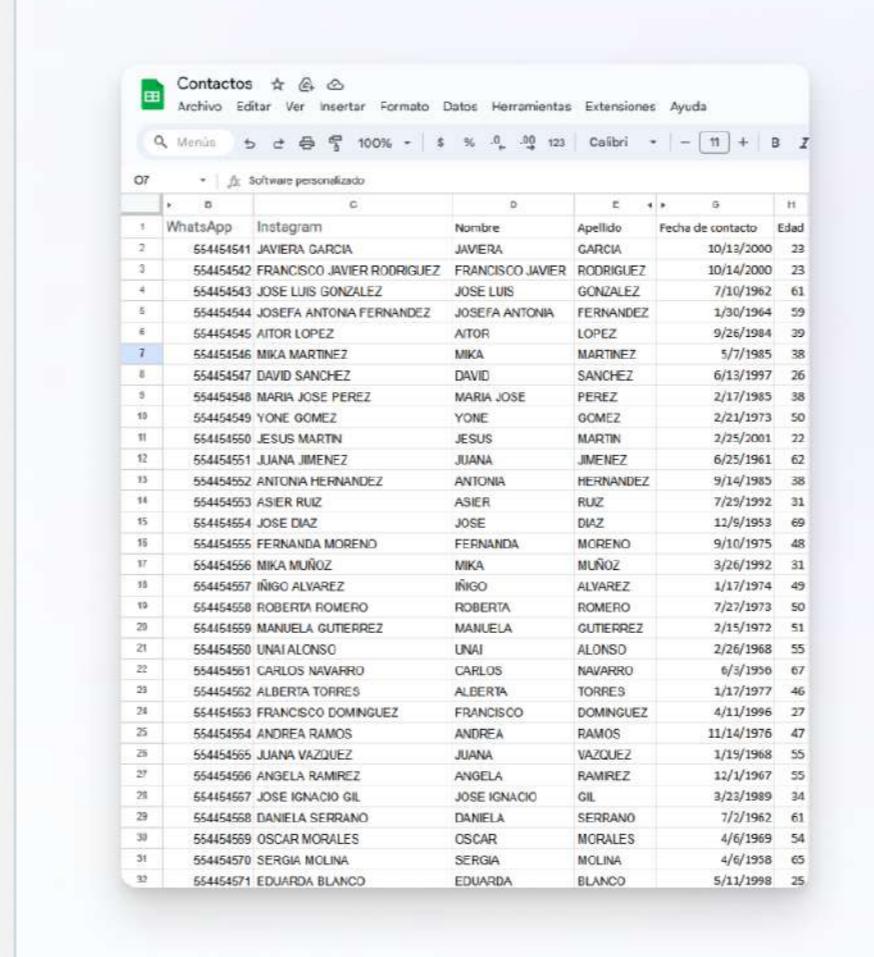
NUESTRA SOLUCIÓN

Centralizamos todo en una misma pantalla



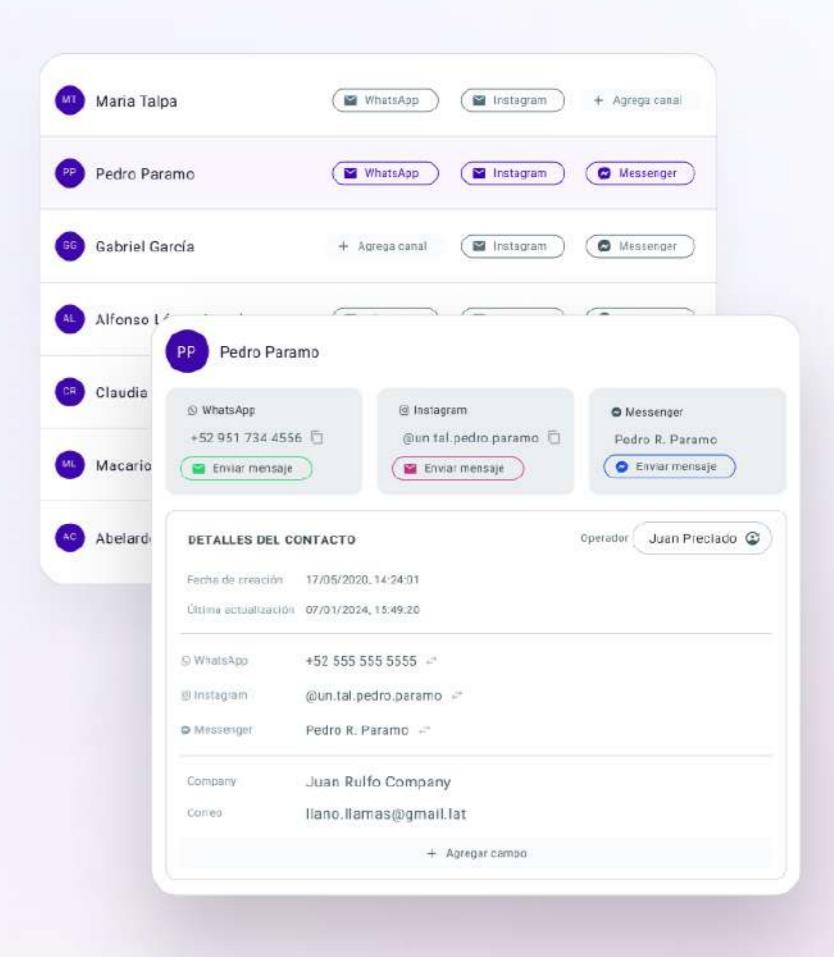
TU PROBLEMA

¿Tienes un excel lleno de contactos?



NUESTRA SOLUCIÓN

Te ayudamos a administrar tus contactos de forma fácil



Dribbble

Websites, Fullsites, landing page's; they're here on my Dribbble profile. Take a look!



Go to my Dribbble

Click on this badge or scan this QR and check my profile.

José Alonso

México

UI / Visual Design, UX Design / Research, Web Design

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Recent Shots

The collage displays a variety of projects:

- Two mobile phone screens showing a dark-themed app interface with multiple cards and icons.
- A mobile phone screen showing a list of users (Maria, Pedro, etc.) with profile pictures and names.
- Two mobile phone screens showing payment or transaction details with amounts like \$124.00 and \$124.89.
- A large mobile phone screen showing a landing page for WhatsApp integration with text "Potencia las interacciones con tus clientes en WhatsApp".
- A desktop screen showing a landing page for a software called "Point" with a "Get started" button.
- A desktop screen showing a CRM-like interface with tabs for "Customers", "Sales Report", and "Contactos".
- A desktop screen showing a landing page for "GATIEN SALAUN" with the headline "The benefits of working with a Luxury Presence Agent".
- A desktop screen showing a landing page for "LUXURY HUB" with the date "SEE YOU NEXT YEAR! August 2024".
- A desktop screen showing a landing page for "ButterBuck" with the tagline "Tu información financiera lista para tomar decisiones".
- A desktop screen showing a landing page for "GATIEN SALAUN" with the tagline "Real Estate Agent".
- A desktop screen showing a landing page for "Full/Stack" with the tagline "Transformamos ideas soluciones de software".

Recruiters Check-list

- Download this wonderful Resume
- Watch my video resume
- Take a look at my portfolio
- Schedule an interview

This is the end of my portfolio

Thank you for your attention ❤️