



Employment and independent history

- Rally Co, New York** *September 2018 - Current*
Product Designer / Ux Consultant
 A redesign of all digital content was carried out with a design agency that did not meet the expectations or needs of the client. My main function has been to conduct has been conducting a study of conflict areas with the user and redesigning the solution(s) in all their digital applications. We are currently making improvements in the platform.
- Jaxi Tank** *January - June 2019*
Product Designer / Ux Consultant
 I was contacted to develop the project of a system to monitor the work of the technicians of the company and be able to assign work orders. We managed to develop the first MVP that consisted in two mobile applications and a web administrator. I have also worked as a Ux consultant in other projects of the company.
- Iberoamericana University** *August 2018 - Current*
Product Designer / UI Design
 With the university I worked several projects from scratch and others were only improved in certain aspects. One of the main functions was user research to improve several screens of the site.
- Marmoles Natura** *April - September 2018*
UI Design
 I Worked with the developers on the complete design of the new site. The main challenge was to design a dynamic platform that innovates but does not break with the classic image of the company.
- De La Riva Group** *November 2018 - Current*
Ux Consultant / Ui Design
 The company essentially dedicates itself to doing user research for different clients. My job with them was to prototype some products so they could perform the tests. Investors use these results to see in which companies it is better to invest. Occasionally they call me to make one or two day sprints with users
- Huastecatours** *February 2016 - Current*
Freelance Designer
 With this company I have been fortunate to grow a lot, I started doing graphic design for your advertising and ended up designing and layout your entire site, I currently support you with Facebook ads and I direct a jr designer who helps us with the publications in social media
- Evolve Interactive** *February 2017 - July 2018*
Ui Designer
 This was my last formal job before I started working as a freelance. The company made mobile applications of mystery shopping and promotion control for different clients with whom I could work as: Cinopolis, Bacardi, Hasbro, Mondeléz International, Diaieo, Spin Master, Jansport, Sams, among other smaller ones.
- Hackaton BIAC - OECD international** *July 2016*
Hackaton - Winner of the 1st place
 This was the breakpoint of my career, here I decided to dedicate myself to the UX design. I had the opportunity to work that year with Angel Ventures developing an ambulance service startup.
- Nubleer, Magazine Netflix** *July 2015 - February 2017*
Ui Designer Jr.
 At the beginning I was only dedicated to the graphic design of the social networks of the startup but here I learned the basis of the design that I still use today. I learned my main skills like working with developers and the first user research here.
- Xarvis, The Customer Behavior Company** *August 2014 - July 2015*
Graphic Designer
 I developed the graphic identity of the company from the creation of the logo, manuals, corporate stationery, presentations, animations and website design.
 I also worked on the development of advertising campaigns in the area of marketing, landing pages, webinars and newsletters for mailing.
- INPIVE Solutions, Pimienta Verde** *August 2013 - July 2014*
Graphic Designer
 While I finished studying I could learn to make animations and generate graphic content in this job.

Education

- 2013-2014** Facultad de Artes y Diseño UNAM
Design and visual communication
Specialized diploma in website development
- 2013-2014** ENAP (Facultad de Artes y Diseño 2009-2014) UNAM
Bachelor of Design and Visual Communication (Titled)
Specialization in Audiovisual and Multimedia^o
- 2016** Multiplica Academy México
User Experience Certification
- 2017** Escuela de Internet
Master in Digital Marketing