

Experience

MEX / USA (Remote) February, 2023 - present

Senior UX/UI Designer

Framework < Science / >

- Identify users' churn with Hotjar's assistance and deliver solutions.
- Create user flows and user empathy maps to identify red routes.
- User interviews with staff and clients

Accomplishments/outcomes:

- Enhancement of the existing platform with a meticulous emphasis on refining details.
- Development of three innovative Design Systems.
- Introduction of a cutting-edge application dedicated to betting on gamer duels.
- Re-designing an entire web platform for managing reservations and tickets, resulting in a substantial boost in user engagement and a notable reduction in **task completion time (-50%)**.

MEX / USA (Remote) May, 2015 - present

UX Design Specialist and Consultant

La Chulada

- Understanding client briefs to generate a convincing strategy to develop a new Brand Identity.
- Developing websites for WordPress with Sage and Lavarel.
- Designing landing pages and mobile apps with Figma.
- Designing icons and illustrations for different clients.
- Building short motion graphics videos for marketing campaigns with After Effects.

Accomplishments/outcomes:

- Generating more than **15 projects** for different clients in the USA and Mexico successfully launched into the market.

MEX / CANADA (Remote) November, 2021 - January, 2023

Senior UX Designer

iVedha Inc.

- Understanding user behavior to get better results and improving the time consumption to achieve an objective.
- Understanding business objectives to produce a new marketplace platform.
- Developing email notification templates.

Accomplishments/outcomes:

- Building a **Design System used across three different software platforms**
- **Generating a robust platform** and marketplace to connect and assist service providers end-to-end, with user login and signup, management, metrics, and more.

LATAM (Remote) November, 2018 to October, 2021

Lead UX/UI Designer

Facturedo

- User interviews and build user personas.
- Implement user research tools: Hotjar, Google Analytics, Userlytics, and Google Optimize.
- Develop a new brand to start operations in Mexico.
- Designing business presentations for venture investors.

Accomplishments/outcomes:

- Managed the entire UX product cycle for an Online Invoice Discounting Marketplace
- **+53% increase** in sign-up users
- **+62% boost** in active users
- **+18% rise** in companies unlocking liquidity
- **+23% increase** in active investors
- Successfully reduced the **account creation time by -50%**
- Slashed the time to view **investment opportunities by -80%**.

Ramón Duran

Senior UX Designer

Expertise

- Product Design
- UI Design
- Interaction Design
- Human Centered Design
- End-to-end Design
- Mobile Application Design (Android/iOS)
- Presentation Design
- Accessibility Guidelines
- User Experience
- User Research
- User Interviews
- User Flow Design
- Wireframes
- Prototypes
- Usability Testing
- Information Architecture
- Storyboards

Skills

- Strategic Design Vision
- Critical Thinking
- Creative Thinking
- Effective Communication
- Customer Needs Analysis
- Leadership
- Resiliency
- Time Management
- Highly Focused
- Agile Methodology
- Business Goals Alignment

Tools & Technologies

- Figma
- Sketch
- Adobe Creative Suite
- Jira
- Wordpress
- Webflow
- Hot Jar
- Google Analytics

Languages

- Spanish: **Native**
- English: **Business Level | B2**

Certifications



November, 2021 - Present

UX Management: Strategy and Tactics

The Interaction Design Foundation
Credential ID: 87897

Education



Bachelor in Graphic Design

Facultad de Estudios Superiores Acatlán
Universidad Nacional Autónoma de México

Ramón Duran