Juan Angel Rendon

UX / UI / CX / Product Designer

# Professional Summary

* 17+ years of experience designing and developing user interfaces, researching and creating experiences for digital products such as mobile and desktop apps, web pages and presentations. From scratch, ideation, conceptualization to prototyping and implementation.
* UX / UI experience in research, writing, and visual design, focused on UCD. I’m skilled in defining user personas, user journeys, site mapping, wireframes, low-fidelity and high fidelity prototypes, usability testing and hang off.
* Experienced on design systems, development and application, based on atomic system conceptualization, accessibility solutions, Typography and color.
* 10+ years of experience in CSS, HTML, JAVASCRIPT, PYTHON, working closely with front and back end programmers for the handoff for UI elements and systems. Also worked with Wordpress and Moodle platform.
* 20+ years of experience designing effective creative solutions for advertising campaigns, branding, product design, packaging, publishing among other graphic design areas.
* Customer experience (CX) in product positioning, customer journey, effective media planning and promotional material design, promotional strategies for POP and Digital, service training, redefining and creating products or sub products, customer research, insights and testing.
* + 15 years in B2C Product design experience , focused on UCD and aesthetic approach, prioritizing the user experience and visual appearance and brand awareness, even for digital products or POP and BTL strategies.
* For more than 20 years, I have been involved in print, audio, and video productions, from concept to post-production, the largest budget handled for a commercial film production was 3M euros.
* 15+ years of experience leading multidisciplinary design and creative teams including UX, advertising and design agencies, also as a freelance project manager.
* The projects I have been involved include e-commerce, online educational, institutional, commercial web pages for large companies including automobiles, mental health associations, food industry, real state, technology, and government.
* Proficient in story telling and motion for digital products and media.
* I’m familiarized and work with Agile and scrum methodologies.

# Education Summary

**Bachelor’s Degree in Graphic Communication Design**

Universidad Autónoma Metropolitana (UAM)

Campus Azcapotzalco

1988-1995

# Certifications and training

**Professional Certificate in Google Project Management**

InRoads - Google / 2024 - On Course

**User Experience Design (UX) certification**

InRoads - Google / 2023 - 2024

**Alternative illustration techniques**

Universidad del Claustro de Sor Juana,

CDMX 1997

**Film appreciation and screenplay degree**

Graphic design school

UAM Azcapotzalco 1987

**Packaging design degree**

Graphic design school

UAM Azcapotzalco 1990

|  |  |
| --- | --- |
| **TECHNICAL SKILLS** | |
| **UX RESEARCH** | User definition, heuristic evaluation, Interviews, surveys, bench marking, empathy map, user personas, user journey map, user flow maps, information architecture, problem statement, storyboards, design sprints methodology, design thinking, accessible design principles, usability test, competitive report, |
| **UX DESIGN** | UX Interaction design, UX writing, Visual design,  Proficiency with rapid wireframe prototyping |
| **UI DESIGN** | Design basis conceptualization, Story board. Analog wireframes, digital wireframes, rapid wireframes prototyping, Graphic system (atomic), LowFi and HiFi prototype, hang off, accesible design principles. |
| **PRODUCT DESIGN** | CX (Customer experience) strategy and UCD methodology, customer journey, customer research for affordability and accessibility, product positioning, strategy for emotional engagement, trend research for aesthetic appeal,. |
| **PROJECT MANAGEMENT TOOLS** | Trello, Miro, Slack, Google applications, Figma, Discord, Monday, Zoom, MTeams, Github  Scrum and Agile methodology process |
| **DESIGN TOOLS** | Adobe Creative Suite (XD, Illustrator, Photoshop, Premier, Dimension, After effects, Character, In Design, Cinema 4D, Express) , Sketch, Vectornator, Figma. |
| **AI TOOLS** | Adobe Firefly, Leonardo, MID Journey, Chat GPT |
| **PRESENTATION TOOLS & TEXT EDITION** | Word, Excell, Power Point, Pages, Keynote, Numbers |
| **PROGRAMMING LENGUAGES** | HTML (basic) JAVA (basic) CSS (basic) |
| **WEB PAGE EDITORS** | Wordpress, Brizy |
| **LENGUAGES** | Spanish (native) English (professional) French (basic) Japanese (basic) Russian (basic) |

# Work Experience

Art and style sub director - ciudad maderas Qro- Tx - MIA— march to June 2024 - remote

**Roles**

Art and Style Subdirector

**Responsibilities**

* Lead the art and style team composed by digital and graphic designers, audiovisual producers , content managers and account executives, a team of 26
* Establish and manage the communication for the brand, supervising the final graphic execution
* Develop special projects for the brand identity communication, such as audio and visual signatures, brand communication concepts,
* Supervise and adapt the brand alignments
* Create B2C strategies in communication and digital products to provide better approach for the sales force to consumer.
* Define and set the work flow process and position definitions of the area
* Evaluate the performance of the team and establish dates and process
* Contact with the sales managers to handle communications need for the sales offices

UX / UI lead designer - HDO company - cdmx - 2023 - 2024

**Roles**

UX - UI Lead Designer / Art director

**Responsibilities**

* Lead the UX - UI team for SAMSUNG ACADEMY, online training academy for Samsung’s technical employees.
* Establish and manage the Problem statement, interviews, ideation, interaction, writing and visual design for the site and implementation with responsive capability.
* Create the site map and the architecture of information to organize the product for validation of every team involved.
* Manage the usability tests to find pain points, and relevant insights
* Prototype in LowFi and HiFi and deliver the final functional product.
* Evaluate constantly the functionality of the site to locate and solve usability issues or navigation problems.
* Also, Design the materials for the academy communication campaign for digital media and print.

**Achievements**

* A successful student attendant of 88% of the registered employees to take the courses. More than the client expectations.
* A very simple and intuitive navigation with few issues in the onboarding at the beginning of the academy launching, solved consulting the users in a practical way, allowing increased the access to all the courses
* A real good balance with all the team thanks to the sprints methodologies to organize the week work scope and KPI’s

**Learnings**

* Users' characteristics require a constant push to motivate them to take courses during their working hours, which leads to constant communication with them.
* Staff turnover is excessive so the platform must remain open constantly and in continuous maintenance.
* The user tends not to read the instructions in the login section, so the interface has to be developed in the most intuitive and simple way possible

freelance 2018 - 2023 Querétaro. México.

**Roles**

UX-UI Lead Designer, Creative and art Director, Brand consultant

**Responsabilities**

* Lead UX - UI design projects for digital projects for online education, digital commerce, B2C and B2B mobile and web applications, participating in research development, user creation, user journey, wireframes, prototyping, benchmarking, ideation and conceptualization, UX writing, interaction design, visual design, low and high definition prototyping development, usability testing and final implementation.
* Lead multidisciplinary teams in design projects for brands and companies from different industries, such as frozen food, automobiles, entrepreneurship and pharmaceutical industries.
* Lead teams to create campaigns and brand and product communication materials, from strategic planning, creative development, implementation of advertising design.
* Collaboration with other multidisciplinary teams for the creation of digital projects in the design of interfaces for digital products with gamification focused on mobile devices, development of graphic systems.
* Production supervision for print, audiovisual and digital media.

**Learnings**.

* Deepening the development of research methodologies for user experience, interface design and graphic systems focused on digital products.
* Involvement in gamification strategies for online education and brand positioning through user-focused dynamics.
* Manage multidisciplinary teams for the development of digital products within agile methodologies and design thinking processes.

Creative director consultant - elementa 360 btL agency- cdmx — 2016 - 2018

**Roles**

Creative Director / Strategic Planner / Lead UI Designer

**Responsibilities**

* Lead the Creative department, overseeing a group of 18 designers, copywriters, content managers, and web designers, advising on visual and creative communication materials.
* Present the strategy and creative proposals for product and brand campaigns to the client.
* Manage the creative department's performance and work flow.

freelance — cdmx - 2014 - 2016

**Roles**

UI Lead Designer/ UX Visual Designer / Creative and art director / Branding consultant / Content manager / Production supervisor

**Responsibilities**

* Lead and manage UX and UI projects, including other design areas such as advertising communication materials, publishing, and packaging.
* Manage product design projects with UCD focus, B2C, B2B and internal communication, e-Learning and training.
* Lead teams of community managers, graphic designers, copywriters, and content creators assigned to specific projects.
* Oversee the production of photo, audio-visual, and print.
* Negotiate budgets with clients and suppliers and organize workflows.
* Handle client relationships and presentations

Chief design officer partner - lab communications (ad agency) CDMX - 2012 - 2014

**Roles**

Chief of Design of Creative department / creative director / partner

**Responsibilities**

* Lead a team of 12 designers, copywriters and content managers giving the guidelines and visual strategy for communication and promotional campaign materials.
* Create graphic and visual guidelines for advertising campaigns.
* Oversee the production of photo, audio-visual, and print.
* Negotiate budgets with clients and suppliers and organize workflows.
* Handle client relationships and presentations
* B2C, B2B campaigns

Chief creative officer - ro2 México (ad & design agency) - CDMX - 2007 - 2012

**Roles**

Chief of Creative department / partner

**Responsibilities**

* Lead a team of 8 creatives, designers and copywriters giving the strategy guidelines and visual style for communication and promotional campaign materials.
* Work on research and planning to establish communication strategies for advertising campaigns, design materials or product design.
* Oversee the production of photo, audio-visual, and print.
* Negotiate budgets with clients and suppliers and organize workflows.
* Handle client relationships and presentations
* Administrate the budget of the area and the company
* Make decisions regarding the company's budget, administration, projects and staff.

Creative group director - euro Becker rscg - cdmx - 2002 - 2007

**Roles**

Group Creative Director

**Responsibilities**

* Lead a three teams of four art directors and copywriters each establishing the guidelines and visual strategy for communication and promotional campaign materials.
* Oversee the production of photo, audio-visual, and print.
* Negotiate budgets with clients and suppliers and organize workflows.
* Handle client relationships and presentations
* Manage the communication of the brand Peugeot, Airwick and Revlon mainly
* Be a creative participant in global campaigns for Euro RSCG headquarters in Europe and Latin America.

Creative director - publicis de Haro - cdmx - 2001 - 2002

**Roles**

Creative Director

**Responsibilities**

* Lead a the team for Carrefour account with 6 designers and 2 copywriters establishing the guidelines for visual style and tone for communication and promotional campaign materials and weekly brochure.
* Oversee the production of photo, audio-visual, and print.
* Negotiate budgets with clients and suppliers and organize workflows.
* Handle client relationships and presentations

VP Creative Director - KP Alazraki - 2001

**Roles**

Creative Director

**Responsibilities**

* Lead a team of 20 designers, copywriters, digital producers and content managers giving the guidelines and visual strategy for communication and promotional campaign materials.
* Create graphic and visual guidelines for advertising campaigns.
* Oversee the production of photo, audio-visual, and print.
* Negotiate budgets with clients and suppliers and organize workflows.
* Handle client relationships and presentations

Associate creative director - Leo Burnett mexico - cdmx - 1997 - 2001

**Roles**

Art Director / Associate Creative Director

**Responsibilities**

* Lead a team of 6 designers and copywriters giving the guidelines and visual strategy for communication and promotional campaign materials.
* Create graphic and visual guidelines for advertising campaigns.
* Collaborate on market analysis to establish a position and enhance awareness.
* Oversee the production of photo, audio-visual, and print.
* Handle client relationships and presentations
* Participate in material selection for advertising festivals.
* Design graphic communication for GOODYEAR, BANORTE, FRUIT OF THE LOOM, FUD, PROCTER & GAMBLE

Art director - proeza slai - cdmx - 1996 -1997

**Roles**

Art Director

**Responsibilities**

* Create graphic and visual guidelines for advertising campaigns.
* Oversee the production of photo, audio-visual, and print.
* Handle client relationships and presentations
* Design graphic communication for BMW, CityBanamex, BACARDI

YOUNG & RUBICAM MEXICO - CDMX - 1995 - 1996

**Roles**

Art Director

**Responsibilities**

* Create graphic and visual guidelines for advertising campaigns.
* Oversee the production of photo, audio-visual, and print.
* Handle client relationships and presentations
* Design graphic communication for SEARS ROEBUCK MEXICO

# Awards

* RESEARCH IN MOTION LATAM AWARD for Serie del Caribe BLACK BERRY campaign
* LEO BURNETT’S BLACK PENCIL - 2001 - for ACE Mexico and LATAM campaign
* CANNES LIONS 2000 - Film Finalist - For Sopas Knorr film
* CLIO AD AWARDS GOLD & SILVER - For ACE print campaign
* NY FESTIVAL - For PEPTO BISMOL print campaign