**OSWALDO VEGA**

**Lead UI / UX Researcher/Designer**

Senior System Business Analyst with 13+ years’ experience in UI / UX, creation, developing, advertising, branding, corporate identity, and photography. Part of my career has been focused on setting up web design projects for Ernst & Young, The Northern Trust, and brands as Sony Channel, AXN and HSBC.

**Professional Summary**

* UI / UX Research and implementation of user flower maps, user journey and sketches.
* Creation of prototypes and wireframes in low and high fidelity and testing with users.
* Experience working with multidisciplinary teams.
* Development and creation of brandmark, style guide and UI Kit for a brand solutions.
* Vast experience with mobile and web technologies and UI standards, as well asresponsive designs.
* Application of design systems. grids, typography, and knowledge of standards forweb or mobile.
* Experience working with Scrum and Design Thinking methodologies.
* I worked on projects for banking, consulting, strategy and transaction, advertising, and automotive industry.

**Education details**

Bachelor of Graphic Designer – Universidad Autónoma del Noreste (UANE) 2005 - 2009

**Certifications and trainings**

Certified in Creativity and Design by Digital Invaders (School of GRUPO W) 2016 - 2017

**Soft Skills**

* Strong communication and interpersonal skills
* Visual skills
* Leadership
* Proactive
* Multi-disciplinary
* Responsible

**Technical Skills**

|  |  |
| --- | --- |
| **UX Research** | User persona, user journey map, user flow maps, design thinking. |
| **UX Interactive Design** | Wireframes, interactive wireframes, high fidelity prototypes, design system. |
| **UX Tools** | Figma, Adobe XD, Sketch, InVision, Adobe Ilustrator, Adobe Photoshop, Miro. |
| **Project Management Tools** | Trello, Slack |
| **Operating Systems** | Windows, Mac. |

**Professional Experience**

**Company: Epikso, Pleasant Hills CA (February 2023 – Till date)**

**Role: Senior UI/UX Designer**

**Responsibilities:**

* Creating their Landing Page for Voice Bio (HSBC México) launching was one of my most significant tasks, in which I developed responsive web design, views, buttons design, user menus, and Art Direction.
* Prepare, submit and document any request requested with mastery of the formal and technological aspects of graphic design.
* Ideas and implementation for the UI Kit.
* Designed and prototyped user interfaces using Adobe XD to create interactive, high-fidelity mockups.
* Designed a cohesive iconography set and branding elements in Adobe Illustrator for a mobile app launch.
* Utilized macOS as the primary environment for running design software like Adobe XD, Photoshop, and Figma.
* Designed high-quality visual assets in Adobe Photoshop, including icons, UI elements, and marketing materials.
* Facilitated remote design sprints using Miro, enabling cross-functional team collaboration and ideation.
* Experience maps, user journeys and user flows.
* Creation of flowcharts to define navigation and understand the process of the different roles.
* Respond creatively to the visual communication needs of companies and organizations.
* Created pixel-perfect mockups and image optimizations using Adobe Photoshop for responsive designs.
* Created detailed journey maps and flowcharts in Miro to align stakeholders on project goals.
* Protect the documentation referring to the designs and articles of the Institution in accordance with the documentary policies

**Company: Tricolor Auto Group, LLC, TX, CA, USA (December 2021 – January 2023)**

**Role: Senior UI/UX Designer**

**Responsibilities:**

* Supporting the development and implementation of new products for their platform, especially for one of their products called Automas.
* Designed end-to-end UI/UX workflows with Adobe XD, ensuring seamless collaboration with developers.
* Research and development for their internal products.
* Rebranding and implementation for the official site <https://www.tricolor.com/>
* Creation of flowcharts to define navigation and understand the process of the different roles.
* Created detailed journey maps and flowcharts in Miro to align stakeholders on project goals.
* Produced polished infographics and design assets using Adobe Illustrator for presentations and user interfaces.
* Conducted performance testing of prototypes on macOS to ensure compatibility and usability.
* Used Adobe XD to develop wireframes, interactive prototypes, and design documentation for a responsive e-commerce platform.
* Definition of design systems.
* Enhanced product presentation by retouching images and creating custom graphics in Photoshop.
* Present solutions with interactive prototypes with client to approval.
* Creation of first screens and navigation flows.
* Responsive web design.

**Company: Cappa Global, MX (January 2021 – October 2021)**

**Role: Senior UI/UX Designer**

**Responsibilities:**

* Research, development and implementation of the website though the user experience.
* Workflows and interactives prototypes.
* Ideation and conceptualization.
* Develop, proposals and flowcharts.
* Teamwork with other designers for creation of design system.
* Rebranding and implementation of new logo
* Ideas and implementation for the UI Kit.

**Company: Hexaware Technologies (September 2017 – December 2020)**

**Role: Senior UI/UX Designer**

**Responsibilities:**

**ERNST & YOUNG (EY), NY**  
  
I had chance to collaborate for EY which is a Multinational, professional company for network services which has the Facility/Headquarters located at London,UK.

* My duties are focused on the graphic lines following up the standards and procedures.
* Wireframes and layouts to improve the customer services selling the best product.
* Created interactive prototypes using Adobe XD, enhancing stakeholder presentations and user testing.
* Ideation and conceptualization.
* Used Miro to conduct brainstorming sessions and organize feedback for iterative design improvements.
* Present solutions for internal user on microsites.
* Visual design proposal for clients and internal user.
* Experience maps, user journeys and user flows.

**THE NORTHERN TRUST, Chicago IL**  
  
Collaborated as an UX designer at The Northern Trust, one of the top prestigious banking institution in the US. Which has the headquarters located at Chicago,ILLINOIS.

* Part of main duties at this company was design wireframes and sustain a structure complying visually with the company standards.
* Navigation flows, ideation and conceptualization.
* Conduct user interviews.
* Wireframes in low and high fidelity.
* UI Design solutions.
* Brand logo implementation for microsites.

**Company: Grupo W, MX (January 2016 – September 2017)**

**Role: UI/UX Designer**

**Responsibilities:**

GRUPO W is one of the main Digital Agencies in Latin America focused on developing brands through Social Media. Here I have enriched my career as a designer with great knowledge and experience about UI/UX, Social Media, Motion, and Branding.

* Creating their Landing Page for Voice Bio (HSBC México) launching was one of my most significant tasks, in which I developed responsive web design, views, buttons design, user menus, and Art Direction.
* Leveraged macOS-native tools to streamline design processes and maintain high efficiency.
* Style Guide, art, typography, animations, colors, music and photography (HSBC Voice Bio Landing Page)
* Ideation an conceptualization for projects
* Responsive web design
* Retouch and advertising ideas for social media.
* Video and animation for social media.

Through my experience with GRUPO W, I worked over projects for HSBC Mexico, FIAT Mexico, Stella Artois, SONY, AXN Latin-American, CRACKLE, and AVON.

**Company: Suite 2.0, MX (July 2014 – December 2015)**

**Role: Sr. UI/UX /Graphic Designer**

**Responsibilities:**

* Branding and business image consulting.
* Retouch and advertising ads for social media.
* Research and proposal ideas for marketing solutions.
* Development, preparation and placement of brands producing ideas, concepts and applications.
* Serve as an advisor to clients creating plans and supervising their execution.
* Coordinate internal teams.
* Design illustrations, graphics, articles and advertising in general.

**Company: Intelligent Network Technologies, MX (September 2010 – May 2014)**

**Role: Head Graphic Designer/UI/UX Designer**

**Responsibilities:**

* Strengthen the corporate image of INTECH with clients and prospects.
* Implement company advertising, products and services.
* Propose different ideas of innovation in form and time for the image of the organization.
* Created custom vector graphics and icons using Adobe Illustrator to enhance UI designs.
* Support the organization in requests concerning the image such as politics, communication, among others.
* Respond creatively to the visual communication needs of companies and organizations.
* Prepare, submit and document any request requested with mastery of the formal and technological aspects of graphic design.
* Design illustrations, notices, articles and advertising in general.
* Propose and direct innovative graphic design projects in the editorial, advertising, commercial, business and organizational fields.
* Protect the documentation referring to the designs and articles of the Institution in accordance with the documentary policies.
* Provide technical information to users, regarding the design for publication.
* Develop and publish the rules for the correct use of business logos, corporate colors, typography and template designs for use by INTECH staff.