# PEDRO AVILAN

**Lead UI UX Designer**

# Professional Summary

* Having 13+ years of Design experience is: "Design is Power" either internal or external scenario of an Institution. Power to communicate, power to bring business, power to set aside from competitors and foremost opportunity to be at the top of the game.
* Capacity to translate business and technical requirements into actionable user journeys, visual design solutions and precise interactions.
* Conducting user research implementing most effective methodologies depending the necessities of a project(A/B testing, Surveys, interviews, focus groups, heat maps, behavior recording etc.)
* Confident working in a Large scale enterprise environment.
* High sense of team oriented collaboration.
* Specialty in heavy-data applications, dashboards, data visualizations, data democratization tools always looking for inspiration in commercial tools or applications to enhance the solutions I proposed.
* Human centered design evangelist within IT driven organizations.
* Special focus to visuals, color harmony, balance, coherence and proportion when dealing with high resolution mock ups.
* Digital and analog Illustration skills to ad uniqueness and human like touch to my concepts.
* Building user persona definition and segmentation.Creating storyboards, wireframes, High fidelity mockups and prototypes using the trending applications such as FIgma, sketch, Adobe XD, InVision, InVision Studio, Mural, Slack and other collaboration tools.
* Power user of Adobe creative suite apps such as Illustrator, Photoshop, InDesign, Adobe XD, After Effects.
* Solid knowledge on industry Design Languages and best practices principles for mobile and desktop applications.
* Working in Agile environments.
* Design for SaaS and Employee Internal Applications & Data science community.

# Education Details

Bachelor in Design, Instituto de Estudios Superiores de Occidente (ITESO 2006)

# Certification and trainings

**2023** *In progress.* Universidad de Guadalajara - Online Master in Innovation development (Candidate to begin, August 2023)

**2019** Design Thinking Intensive workshop (USAA internal) **2018** Branding from Scratch workshop. Gabriel Meave Studios **2015** TCS Ascent Leadership and management program.

**2008** Book, Newspaper & Information documents production. Design workshop by Danhilo Black Design agency

# Skills

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| --- | --- |
| UX Research | Interviews, surveys, empathy map, personas, user journey map, problem statement, storyboards, heuristic evaluation, design sprints methodology, design thinking, Accessible design principles |
| UX Interaction Design | Analog wireframes, digital wireframes, low-high fidelity prototypes, usability studies, Information architecture, rapid prototyping |
| Visual design | Logo Design and Branding systems, motion graphics, Digital and Analog  illustration |
| Software and tolos | Figma, Sketch, Adobe XD, Axure RP, Photoshop, Illustrator, After Effects, InVision, InVision Studio, Jira, Slack, Mural. |
| Development | HTML5, CSS3, JS, React, SDLC methodology, Agile |
| Management | Lead teams to achieve traced objectives. (team of 5) |
| IT and Production Support | Production Support model, Level 1-2, networks, Credit card settlement, Credit card networks |
| Content Management | Tridion SD, Adobe Experience Manager, Content Management production journey |
| Operating Systems | macOS, Windows |

**Work Experience**

**Contractor UI UX Designer Citi Assist-Invest team**

**April 2023-Currents**

**Responsibilities**

* Member of Design team dedicated to service the Investment application targeting High income users.
* Month sprint agile methodology.
* Heavy use of Figma to prototype solutions, update application screens, update component libraries, articulate User Journeys and create User scenarios for enhancements required by business partners.
* Worked along with dedicated Copywriters, Creative directors, and UX researchers to convey the best solution posible on a ticketing-base methodology on Jira.
* Handling Heavy-screen files for multiple channels (Android, iOS, Responsive, Web)

# Lead UI UX Designer USAA Helios

# November 2022-February 2023

**Responsibilities**

* Evaluate potencial solutions to improve User experience
* Identify appropriate design systems to facilitate global styling and standard usability

patterns across org applications.

* Create Wireframes for the potential solutions
* Create Sitemap
* Prototypes to demonstrate, test and evaluate the solution
* Leading design efforts in order to maintain Design practices and creating Epic - Stories to translate business requirements to UX, Devs and testers.
* Search data assets, Improve a Dashboard-like view for data decisioning, improve load timings, implement up to date industry design standards.
* Evaluate, ideate and implement Design solutions for internal Data Hub.

**Sr. UI UX designer USAA EDAO** February 2022 - October 2022

# Responsibilities

* Lead the Design efforts and best practices in a 4 UX, Dev team. Track of design stories assigned.
* Evaluate, ideate and implement Design solutions to improve existing User interfaces across EDAO´s applications ecosystem (6 TALON applications such as Data modeling, governance, Data admin, Risk etc) with a Human Centered Design approach.
* Evaluate existing user interfaces for every Talon application with a design thinking eye.
* Identify appropriate design systems to facilitate global styling and standard usability patterns across org applications.
* Create Wireframes for the potential solutions
* Create Sitemaps
* Prototypes to demonstrate, test and evaluate the solution
* Build and Design High Resolution mockups with global components
* Document UI Design kits to enable replica and collaboration with developers
* Branding and logo creation for internal organizations

**UI UX designer- PnC *Datasense* project application** May 2021 - January 2022

# Responsibilities

* Ideate concepts along with Architect and product owner based on alike solutions and analogous inspiration to identify epics to consolidate Design work
* Identify appropriate design systems to facilitate global styling and standard usability

patterns across application

* Create Wireframes for the potential solutions
* Create Sitemaps
* Prototypes to demonstrate, test and evaluate the solution
* Build and Design High Resolution mockups with global components
* Document UI Design kits to enable replica and collaboration with developers
* Branding and logo creation

**UI Visual Designer - USAA** April 2018 - April 2021

# Responsibilities

* Member of the Marketplace Design Team
* Support the UX research efforts with UI related solutions
* Build Wireframes for the potential site
* Create Sitemaps
* Build Prototypes to demonstrate, test and evaluate the solution
* Design High Resolution mockups with global components
* Consolidate custom design system to enable replica and collaboration
* Communications and email strategy among the Pantheon organization
* Branding strategy for teams among Pantheon organization

# Lead UI/UX Designer – TCS USAA September 2015 - March 2018

**Responsibilities**

* Technical Liaison between Customer and Team.
* Ensure Service Delivery agreements are met (SLAs).
* Point of Escalation for Customers.
* Creation of Web Content Management (WCM) Pages within Tridion SDL software.
* Change Management of WCM Publishing Objects following USAA Design / Writing/ Legal Standards.
* Maintain Delivery scorecards in a monthly base to evaluate and showcase Nearshore team’s performance.
* Documentation of Service Operation, Tasks Resolution and Best Practices.
* Timesheets, Actuals, Invoice management, Onboarding process, Billing, Client Site

Visits counselor,

* Leading the Innovation team (Contractor operations level).

# Achievements

* Build Trust in Client enough to target Team growing to 6 Members in 2017.
* Exceed client expectations in performance and Knowledge appliance in real time tasks in short time.
* Creating Technical and operational foundation of Nearshore team.

# UI/UX Desiger - Design Project Manager - Mega Health SEP 2010 - SEP 2015

**Responsibilities:**

* User Interface concept for web site and e-commerce online shop.
* Design art concept for new products release.
* Redesign and update product image.
* Updating product catalogs and business manual.
* Branding for branches & stores.
* Graphic design for advertising campaigns.
* Update nutritional information and ingredients on product labels and packaging.
* Graphic design for events and conventions.

**Graphic Designer, LOGO DESIGN GURU, Mexico Mar 2010 - Aug 2010**

**Responsibilities-**

* Graphic Design concept and production. Company dedicated to develop graphic and web design on demand for the US, European and Middle East market with online based business model.Graphic Design concept and production. Company dedicated to develop graphic and web design on demand for the US, European and Middle East market with online based business model.
* **Skills:** Branding & Identity

**Freelance Product Designer, Rutas de Mexico 2008 – 2009**

**Production Manager Lead, Guadalajara Design Fest Aug 2007 - Jul 2008**

**Responsibilities –**

* Convention Production Manager for the International Design Festival DesignFest. 2007 - 2008.
* Production lead for "Maratón del Diseño", academic and network activities and convention for Mexico design community to promote design culture in locality.

**Graphic Designer, Dibse May 2006 - Jul 2007**

**Responsibilities-**

* Design and UI Design Production for specialized software and products.
* Packaging product and graphic design.
* Web site layout design (front end).