Teodulo Perez Vasquez Lead UI/UX Designer

[https://teoperez.myportfolio.com](https://teoduloperez.myportfolio.com/)

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**Professional Summary: Around 10 years** as a **UX/UI Designer** with experience, proficiency and capability for the following activity descriptions and artifact development:

* Self-starting and collaborative environments.
* Conducting user research to understand the users’ needs and implement some research methods:

## Interviews, surveys, focus groups and competitive audit.

* Building **empathy maps** and **personas** identifying common pain points.
* Elaborating **user story** and **journey map** according to understand the user.

## Identify problems faced by users by constructing problem statements.

* Defining **hypothesis statements** to begin coming up with solutions that address the user’s problems.
* Determining a **value proposition** summarizing why a consumer should use a product or service.
* Outline the **user flow** before start designing because it can help to picture how users will move through the app or website.
* Creating **storyboards** focusing on just the most important parts of a user’s experience with a product.
* Brainstorm design ideas by **sketching.**
* Creating paper **wireframes** including the main elements of the digital product.
* Creating digital wireframes using **Balsamiq** and **Figma.**
* Implementing **gestalt principles** in the design process.
* Building **low-fidelity prototypes** in Figma. Sharing, editing, and collaborating on the designs.
* Designing the **information architecture** of the digital product.
* Planning and conduct **UX Research studies** according to the project background, research goals and questions, **key performance indicators**, methodology, participants, and the script questions.
* **Analyzing** and **synthesizing** research results using **affinity diagram** to organize data into groups with common themes or relationships.
* Sharing research insights for better designs creating a strong presentation for the organization and external parties.
* Creating **mockups** focusing on visual design elements, such as typography, color, and iconography.
* Creating **high-fidelity prototypes** using Figma, implementing gestures and motion and responsive **Design Systems.**
* Testing and iterating on designs by conducting **usability studies.**
* Using **SCRUM** methodology as an agile methodology.
* Software requirements gathering and management according to the **CMMI** model.

# EDUCATION DETAILS:

Bachelor's degree in computer science at BENEMERITA UNIVERSIDAD AUTONOMA DE PUEBLA. **I graduated in 2014**.

# CERTIFICATIONS AND TRAINING:

* Google UX Design Certificate
* Agile Mindset (SCRUM)
* CMMI level 3

**TECHNICAL SKILLS:**

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| --- | --- |
| **UX Research** | Interviews, empathy map, personas, journey map, problem statement, storyboards |
| **UX Interaction Design** | Paper wireframes, Digital wireframes, low-high fidelity prototypes, usability studies |
| **UX Visual design** | Figma, Adobe XD, Balsamiq, Photoshop, Illustrator |
| **Design Systems** | Google Material Design, Carbon Design, Microsoft Design, React MUI |
| **UX Developer** | HTML5, CSS3, JavaScript, GitHub |
| **Word processors** | Microsoft 365, Google workspace, Libre office |
| **Operating Systems** | Mac OS, Windows, Linux |

**PROFESSIONAL EXPERIENCE**

**Company: Pacific Gas and Electricity Company – PG&E**., San Ramon, California, USA, May 2023 – Present.

**Role:Lead** UX/UI Designer

# Responsibilities:

Create and enhance current digital products and services; utilize design systems, web accessibility and collaborate with a cross-functional team, performing the following activities:

* + Understanding user paint points through surveys, interviews, and data analysis.
  + Creating user stories, problem statements and user journey maps.
  + Creating diagram flows, user cases, information architecture and AS-IS documentation product.
  + Define the design strategy for the digital product in Desktop, Tablet and Mobile version.
  + Investigate and understand current design systems to improve the standardization of the user interface and scalability of digital products.
  + Create digital products that allow the user to achieve their goals in the best possible way, involving: Aesthetics, Navigation, Space, Usability and technical constraints.
  + Implementing The Web Content Accessibility Guidelines (WCAG)
  + Creation of paper and digital wireframes using Balsamiq for rapid prototyping.
  + High fidelity prototyping using Figma.
  + Gathering feedback from different end users through usability studies.
  + Delivering artifacts to the cross-functional team, such as digital assets, prototypes, documentation and general brand guidelines.

**Company:** Cisco Systems, Inc., San Jose, California, USA, October 2022– May 2023.

**Role: Sr** UX/UI Designer

# Responsibilities:

Define, analyze and create digital products, such as, UX and UI designs for the web and mobile version of said product. Collaborate with a cross-functional team, carrying out the following activities:

* + Define the design strategy for the digital product in web and mobile version.
  + Use interaction design to define the problem to be solved, understanding the user's pain points and goals.
  + Create digital products that allow the user to achieve their goals in the best possible way, involving: Aesthetics, Movement, Space, Usability and technical constraints.
  + Conduct user research to understand their characteristics, behavior and motivations.
  + Define the user flow to identify possible pain points or areas where interaction could be improved.
  + Creation of paper and digital wireframes.
  + Application of various design tools, such as Figma and Balsamiq.
  + Implementation of different material designs: Angular, Google's Material You and Kendo UI.
  + Construction of low and high-fidelity prototypes using Figma.
  + Testing and iteration of designs performing usability studies.

**Company:** Traffics MX, Puebla, Mexico, January 2022– September 2022

**Role:** UX Designer

# Responsibilities:

Collaborating in two projects as a user designer, analyzing and design mobile apps:

* + Conducting user research to understand the users’ needs and implement some research methods: interviews, surveys, focus groups, competitive audit.
  + Defining the minimum viable product with clients, team, and stakeholders, implementing impact effort matrix
  + Building empathy maps and personas identifying common pain points.
  + Elaborating User story and journey map according to understand the user.
  + Identifying the problems that users face by building problem statements.
  + Creating paper and digital wireframes using Figma.
  + Building low and high-fidelity prototypes using Figma.
  + Testing and iterate on designs by conducting usability studies.

**Company:** Google, September 2021 – January 2022

**Role:** UX Design Certificate

# Responsibilities:

Creating human-centered solutions and inclusive design: conducting interviews, paper and digital *wireframing*, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design. I developed a portfolio with three projects: **https://teoperez.myportfolio.com**

* + Online grocery shopping app for people who can't go in the shop or prefer to have their favorite products by delivery service.
  + Clothing store website named Sweatshirts & People that offers personalized sweatshirts according to the user's needs, favorite colors, size, and material.
  + Responsive website named Minerva that offers a search and comparison tool of existing courses on the internet, for all people who need to improve or learn new skills. Additionally, it has information about Mexican formal education online (primary, secondary, and high school).

**Company:** SEDA College (Dublin, Ireland), June 2019—August 2021

**Role:** Internship, Business English Studies

# Responsibilities:

* + Attending personal English classes and practice reading, writing, listening, and speaking skills.
  + Applying periodic tests to evaluate mi English level and move on to higher levels.
  + Participating in English meeting groups practicing listening and speaking skills.
  + Practicing writing and conversations to improve my business English skills.
  + Applying exams according to the Cambridge English Qualifications.

**Company:** Profeti Consultores (Puebla, Mexico), June 2018 – May 2019

**Role:** UX Designer/Product Owner

# Responsibilities:

A startup in which I designed and managed three projects related to a responsive website, Android/IOS applications and custom software: carrying out the user experience; user journey, wireframes, low-high fidelity prototypes and usability, as well as, coordinating the project plan, product backlog, cost estimation, risk management and iterations of the digital product. Cross-functional team and clients communication:

* + Software requirements gathering and manage it according to the **CMMI** model level 3.
  + Creating paper and digital wireframes.
  + Using SCRUM methodology as an agile methodology.
  + Implementing HTML, CSS, JavaScript as a front-end developer and Java EE as a back-end developer.
  + Interact with customers and manage changes in products or services developed.
  + Project plan management as product owner to develop a web application called Electronic Voting for the Oaxaca State Congress, Mexico.
  + Implementation of HTML, CSS, JavaScript, Java EE to develop and manage bugs in an e-commerce web application

**Company:** Fabrica de Software, BUAP (Puebla, Mexico), July 2014 – May 2018

**Role:** UX Developer

# Responsibilities:

I developed five projects related to web applications: Designing the user experience; conducting interviews, user research, design thinking, determining the information architecture, mock-ups, and front-end implementation. User training, bug fixing and digital product improvement:

* + Software requirements gathering and manage it according to the **CMMI** model level 2.
  + Creating digital wireframes using Balsamiq software.
  + Creating web elements layout with HTML, CSS, and JavaScript.
  + Working on multiple projects at a time and attending SCRUM meetings for each project.
  + Working in collaboration with design team members to incorporate visual designs into functional web pages.
  + Interacting with customers and managing changes in products or services developed.
  + Analyzing, designing and develop a web application for the management of police careers in the municipality of Puebla, Mexico.
  + Conducting user research, interaction, and visual design for the development of an electronic medical record of the University Hospital of Puebla, Mexico.
  + Designing the user interface for a web application to develop a platform named, Recognition Process of Knowledge Transfer Offices in Mexico.