ARTURO FUENTES

UX/UI Designer

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PROFESSIONAL SUMARY

Digital designer focused on results, oriented towards generating 3D art and animation, with experience in interface design for brands across various industries. My curiosity about the underlying reasons behind things led me to learn frontend development. I strongly believe that user-centered design is crucial because it is key to creating digital solutions that truly resonate and generate results.

WORK HISTORY

UX/UI DESIGNER
BEES AB Inbev | CDMX (Remote)
01/2021 to 09/2023

- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
- Employed SDLC methodologies during multiple projects, streamlining cross-discipline development.
- Integrated UI features complying with prescribed code standards and technical design guidelines.
- Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns.
- Operated in global development environment, working across multiple time zones and cultures.
- Used Agile Scrum model to deliver solutions with high level of flexibility and adaptability.
- Converted abstract ideas and requirements into user personas and storyboards.
- Worked with design teams, project managers and business analysts to create intuitive and easy-to-use software.
- Worked closely with UX and product teams to define visual and functional requirements.
- Devised site maps and mockups for designs based on proven methodologies and end-user feedback.
- Used Agile planning principles to deliver tailored solutions that met customer requirements.
- Collaborated with teammates to deliver valuable features meeting business and customer needs.
- Designed UIs within frontend web frameworks, exploiting associated templates and tools to shorten development times.
- Recommended design changes and iterative updates to IT manager.
- Used wireframes, mock-ups and prototypes to establish user interface design and architecture.

UX/UI DESIGNER
IA Interactive | Morelia
01/2017 to 01/2021

- Tasks: Web design, 3D animation, mobile design (iOS and Android).
- Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Developed and maintained comprehensive library of design assets for easy access and reuse.
- Communicated with product managers and UX designers to translate project requirements and business objectives into polished user interfaces.
- Drove UI requirements through to implementation, complete with accurate sizing estimates and task breakdowns.
- Built highly functional web applications using JavaScript, HTML and CSS.
- Used Agile Scrum model to deliver solutions with high level of flexibility and adaptability.
- Used Agile planning principles to deliver tailored solutions that met customer requirement.

INTERACTIVE DESIGNER
IA Interactive | Morelia
01/2017 to 01/2021

- Tasks: Web design, 3D animation, 3D modeling, frontend development.
- Suggested enhancements to product design that would improve user experience.
- Brainstormed with peers and other members of design team to determine enhancements and product features.
- Managed multiple projects effectively in demanding environment with tight deadlines.
  Contacted proper stakeholders to share changes to project scope and timelines.
  Produced rapid prototypes using Figma, Sketch and Protopie.
  Followed quality control procedures.

FRONTEND DESIGNER
Teamknowlogy | CDMX
01/2017 to 01/2017

- Tasks: Responsible for generating graphic proposals and coding them.
- Collaborated with stakeholders during development processes to confirm creative proposals and design best practices.
- Followed SDLC best practices within Agile environment to produce rapid iterations for clients.
- Contributed to projects within Scrum project management environments.
- Coded using HTML, CSS and JavaScript to develop features for both mobile and desktop platforms.
- Designed and updated layouts to meet usability and performance requirements.
- Improved tools to boost user interaction and deliver design versatility.

SENIOR WEB DESIGNER
IA Interactive | Morelia
01/2013 to 01/2017

- Tasks: Web design, 3D animation, 3D modeling, frontend development.
- Planned website development, converting mockups into usable web presence with HTML, CSS and JS.
- Coded websites using HTML, CSS and JS.
- Developed technical solutions required to accommodate specific user-facing assets
  Multi-tasked across multiple functions and roles to meet deadlines and organizational expectations.
- Oversaw technical issues and troubleshooting requests to resolve user problems.
- Implemented changes and integrated requested elements to streamline business operations.

MOTION DESIGNER
Narrowcast Digital | Morelia
01/2011 to 01/2012

- Tasks: Responsible for animation and 3D composition, motion graphics, and musical events videos.
- Worked closely with illustrators and designers to analyze project objectives, specifications and deadlines.
- Created complex animations for smartphones, computers and websites.
- Studied and maintained style guidelines while producing unique animation creations.
- Provided accurate project timeframes and deadlines for every aspect of animation creation.

SKILLS

- UI/UX Design
- Mobile Design
- Web Design
- Agile Methodology
- Responsive Design
- Design Thinking
- Prototyping
- Wireframing
- Visual Design
- Usability and Accessibility

EDUCATION

Graphic Design | Design And Visual Communications 08/2010 Universidad Vasco De Quiroga, Morelia, Michoacán, Mexico.

UX México
Talleres UX México - Design systems

PLATZI
User interface Design
Movile user interface
Design
UX
Javascript y Jquery
Responsive design
Git and GitHub

Interaction Design Foundation
Perception and Memory in HCI and UX
User Experience: The Beginner's Guide
Mobile UI Design

LANGUAGES

English

Upper intermediate (B2)