

about me

I'm a senior UI/UX designer deeply interested in the intersection between games, technology, content, and motion. With over 7 years of combined in-house and agency experience, I believe that success comes from leveraging the power of people's feedback to enhance and create compelling stories and experiences. I'm passionate about working with thinkers from all fields that are customer-driven.

experience

Senior UI/UX Designer

Volok Games / Oct 2023 - Present

- Leading the design revamp of multiple key in-game systems that impact the player's inventory, skill progression, and onboarding into the game.
- Integrating feedback from testing sessions to improve in-game systems and features like weapon and armor customization, loot management, NPC interactions, and menu navigation.
- Collaborating with the engineering team to oversee the implementation of new designs in Unity.
- Supervising all UI design to ensure consistency across different gameplay scenarios.

Senior Content Designer

Roboyo / Jan 2022 - Oct 2022

- Led the re-design of 30+ key content assets to a new brand identity and design system in under 90 days.
- Managed the Americas region website via WordPress and produced new content, copy, and web design for pillar and landing pages.
- Led the Mexico content marketing team, providing content creation support to the Americas and Europe regions for GTM initiatives.

Senior Content Designer

JOLT Advantage Group / Mar 2021 - Jan 2022

- Led design efforts for the company's website pillar pages to improve SEO rankings, obtaining a Google Featured Snippet for the business's main vertical.
- Owned end-to-end content creation from idea to final development across all digital platforms and ensured branding, format, and style consistency.
- Designed a new monthly newsletter efforts from end to end, increasing CTR by 1.8%, open rate by 7%, and CTOR by 3% QoQ.

Content Designer

JOLT Advantage Group / Mar 2020 - Mar 2021

- Led UI/UX design for a web-based SaaS RPA platform translation tool to deliver an early alpha build for early testing.
- Improved the design and optimized content to drive more website traffic and increase Google rankings, increasing avg. sessions on the site by 3.3% MoM and decreasing the avg. bounce rate by 2.8% MoM.
- Managed the website via HubSpot and optimized content on existing landing pages according to SEO best practices.

Content Designer and Strategist / Co-founder

Downtown Studio / Feb 2016 - Mar 2020

- Implemented Google Ads campaigns for 8 clients with an average CTR of 2.59% and over 48,000 clicks.
- Performed SEO optimizations for 3 clients, maintaining a below 43% avg. bounce rate, increasing avg. session duration by 2 minutes, and maintaining an avg. of 20% of returning visitors.
- Created and implemented social media strategies for multiple clients, increasing followers by 15-20% MoM and retaining a 3-5% engagement rate.

Marketing Assistant

Starpharma / Aug 2014 - Oct 2016

- Developed the startup's brand, corporate, package, and web design.
- Supported the sales team with the creation of 25+ product documentation assets.

3D Generalist

mighty animation / Mar 2013 - Jun 2014

- Performed lighting and layout artist roles on 2 award-winning short films: A Little Grey and Conejo en la Luna.
- Developed motion graphics and 3D renders for digital platforms, print ads, and feature short films for clients like Beakus, Marinela USA, Mayan Palace, and Barcel.

education

Human-Computer Interaction and Design

Master's Degree / University of Washington / USA

Marketing and Advertising

Bachelor's Degree / Universidad Tecmilenio / Mexico

3D Animation and Visual Effects

Diploma / Vancouver Film School / Canada

skills and tools

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|-----------------|-------------|-----------------|---------------------|
| • Figma | • HTML | • UI design | • Usability testing |
| • After Effects | • CSS | • UX design | • Prototyping |
| • Illustrator | • SEO | • Motion design | • Wireframing |
| • Photoshop | • WordPress | • Web design | • Design systems |

languages

English

Bilingual

Spanish

Native