



JORGE GUADARRAMA

UX | UI DESIGNER

ABOUT ME

I'm a designer with 5 years of experience, with exceptional design skills and experience in UI and UX design patterns and user-centered designs.

I firmly believe in Design as a fundamental discipline in solving problems. It motivates me and I am passionate about designing interfaces, product, and services that help to improve people daily lives.

WORK EXPERIENCE

Ksquare Inc | www.ksquareinc.com
UX | UI Designer (May 2018 -)

Working on consultancy to clients projects. I am in charge of collecting and analyzing commercial and business requirements of Ksquare clients.

Creation of design proposals centered in the user, through UX techniques based on Design Thinking:

1) Understanding: stakeholders map, user and customer journeys, user interviews, persona, heuristic interface analysis and benchmarking.

2) Creation: Design of inspiration and co-creation workshops, chart flows, sketches and wireframes.

3) Prototype: Build high and low resolutions prototypes using softwares like Axure, Invision App, Marvel and UX Pin.

4) Evaluation: usability test analysis with users, solution proposals for improvement and design iteration.

I have worked with clients such as Boy Scouts of America, Reliable Parts, GES and some internal projects.

BBVA Bancomer
UX | UI Designer (Aug 2017 - May 2018)

Pengo
UX | UI Designer (2015 - 2017)

Portal Odontologos
UI Designer (2013 - 2015)

CONTACT

 From Mexico City

 Living in Dallas, Tx

 jorgeguadarrama.com.mx

MAIN HOBBIES

Sports
Videogames
Books
Cooking

EDUCATION

2013

Design and Visual
Communication Degree