

Roman Saavedra

UX DESIGNER FRONT END DEVELOPER

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roman-ux.com



WORK EXPERIENCE

UI / UX DESIGNER | HUAWEI Oct 2020 - Present

- Responsible for the UX/UI design of different web applications and mobile apps, working in a multicultural environment alongside engineers, product managers and designers from China, Brazil and Mexico.
- Translation of concept ideas into mockups, user flows, wireframes, prototypes and web development.
- Front-End (creating the layouts of the web and mobile projects with Html, Css, Bootstrap, Javascript and Vue).
- Leading a front-end team of developers in charge of developing the design system for the new projects.

UX / UI DESIGNER | EL COLEGIO DE MÉXICO 5 years (2014 - 2019)

- Planning and design of two CMS educational platforms about Mexican history.
- In charge of the design and development of the interactive ebook collection "Historias Breves de México" (epub 3 format).
- Information architecture, user flows, personas, journey maps, wireframes, UI design, prototypes, user testings.

WEB DESIGNER AND DIGITAL MARKETER | FREELANCER 3 years (2014 - 2017)

- Assisting medium and small businesses to increase their sales.
- Digital marketing strategies, Google Ads campaigns, SEO, Facebook Ads, Landing Pages A/B testing, Sales Funnels, and use of metrics and KPIs to improve conversions.

DIGITAL DESIGNER | SSIA CREATIVE INTERACTIVE STUDIO 1 year (2013 - 2014)

- Creative content, illustration and digital design for the brands Post-it and Nexcare Social on their social media platforms (Facebook and Twitter).

PROFESSIONAL EDUCATION

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

July 2021 (in progress)

UX DESIGN & FRONT END DEVELOPER

Bedu Bootcamp | Jul - Dic 2019

SEARCH MARKETING (SEO & GOOGLE ADS)

Simulador de vuelo, escuela de creativos | Jan - Mar 2018

BACHELOR OF GRAPHIC DESIGN

Universidad Tecnológica de México

Professional license: 8373833

JOB SKILLS

UX SKILLS

Competitive Analysis
User Interviews
User Flows
Information Architecture
Personas
User Stories
Journey Maps
Design Thinking
Wireframes
Prototypes
Usability Testing

CODE

Git
HTML
CSS
Sass
Bootstrap
Javascript
Vue
Wordpress

MARKETING

Google Ads
Google Analytics
Optimize
SEO
Search Console
Tag Manager
Sales Funnel
Branding

DESIGN TOOLS

Adobe XD
Figma
Illustrator
Invision
Marvel
Photoshop
Sketch
Zeplin

METHODOLOGIES

Agile
Atomic Design
BEM
Design Thinking
Mobile First
Sprint
Scrum
Responsive Design

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