JOSÉ MIGUEL RUIZ DE EGUINO
GRAPHIC DESIGNER



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José Miguel -jUNIOR- Ruiz de Eguino Fernández
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EXPERIENCE

Senior UX/UI Designer at **Liberty Seguros** — *Nov, 2019 - Current*
Madrid, Spa.
- Design interaction flows, wireframes, prototypes and visual interfaces

Senior UX/UI Designer at **BBVA** — *Feb, 2019 - Sep, 2019*
Madrid, Spa.
- Design interaction flows, wireframes, prototypes and visual interfaces

Senior UX/UI Designer at **ElevenPaths, Telefónica** — *Apr, 2018 - Dec, 2019*
Madrid, Spa.
- Design interaction flows, wireframes, prototypes and visual interfaces
- Build a design system for Movistar Smart Wifi App
- Identify problems or needs, market beanchmark, customer journey, guerrilla testing, among others

Freelance UI/UX Designer for **Startups in seed stage** — *Sep, 2017 - Apr, 2018*
Madrid, Spa.
- Working for Triporate, Brickbest, Todarus, PayMark Fast, Venemergencia

CDO & Co-Founder at **Tabili** — *Oct, 2016 - Sep. 2017*
Madrid, Spa.
- Business research, brand building, user research & building personas
- Design and develop end-to-end customer journey
- Implement agile environment and Scrum methodology

Freelance UI/UX Designer at **Isobar, Dentsu Aegis Network** — *Jul, 2016 - Sep, 2016*
Madrid, Spa.
- Design interaction flows, wireframes, prototypes, visual interfaces, and incorporated user feedback into final product design

Senior UX/UI Designer at **Digitalica Group** — *Dec, 2015 - May, 2016*
Caracas, Vzla.
- Design interaction flows, wireframes, prototypes and visual interfaces

CEO & Co-Founder at **ExpresoPolar.com** — *Aug, 2014*

Art Director, UX/UI Designer & Web Developer at **Talpor Solutions** — *Mar, 2011 - Nov, 2015*
Caracas,Vzla.
- Design interaction flows, wireframes, and visual interfaces
- Coordinate art and define user workflows focusing on usability
- Produce marketing assets for consumer, events and promotions
- Experience with agile environment and Scrum methodology

Freelance and Junior UI Designer at small agencys — *Since 2007*

Skills & Strengths

User Interface · User Experience · Lean UX · Native app design · Design System · Responsive Web Design · Prototype · Mockup · Wireframe · Iconography · Web Development · FrontEnd · HTML5 · CSS3 · Logo Design · Corporate Branding · Lean Startup · Image Consulting

Motivator · Inspiring · Enthusiast · Collaborative · Trustworthy · Self-Taught

Tools I use

- Sketch ●●●●●●●●●
- Adobe Illustrator ●●●●●●●●○
- Adobe Photoshop ●●●●●○○○○
- Adobe InDesign ●●●●●●○○○
- InVision ●●●●●●●●●
- Zeplin ●●●●●●●●●

Languages

- Spanish ●●●●●●●●●
- English ●●●●●●●○○

**To Do List:* *Learn German*

EDUCATION

Bachelor of Science in Graphic Design — *2002 - 2008*
Universidad José María Vargas

DISTINGUISH COURSES

Google Design Sprints — 2018
by Marta Rey-Babarro, co-founder of the Design Sprint Academy at Google

Training Workshop for the Development of Business Plans — 2015
Concurso Ideas 2015 - IESA

KEEP IN MIND

Without a doubt, one of my greatest strengths is the ability to develop a project from scratch, build the concept, establish the UI / UX, and always think ahead on the final output that may need, to reduce the production time.

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BIO

José Miguel Ruiz de Eguino F. has a degree in Graphic Designer, specializing in User Experience, User Interface and Web Design. He has over 11 years of experience and a valuable knowledge on web development, app development, agile methologys, user stories and project management.

Without a doubt, one of his greatest strengths is the ability to develop a project from scratch, build the concept, establish the UI/UX, and always think ahead on the final output that may be needed, to reduce production time. His thoughts would be: HTML+CSS, responsive or adaptive web, native or hybrid app, existing patterns, among others.

He combines smart design with the latest rich technology to craft innovative concepts, business solutions and successful digital experiences that function practically and emotionally, delivering the clients exactly what their customers needs.

He has been part of the team of several Startups -Triporate, Tabili, Todarus, Brickbest, Parlevel, ClarityWave, WaveReview, 90DayApp, Venemergencia, Brandimap, LaGuiaDelDia -, playing the role of Creative Director and/or Web Designer. Currently co-founder of 2 Startups: ExpresoPolar and Tabili. He also has carried out projects of short and long range with SMEs.

He is currently a evangelist of the mode “Lean UX” and constant replicator of the “Lean Startup” mode in each project that integrates or which advises.