Interactive Media Designer

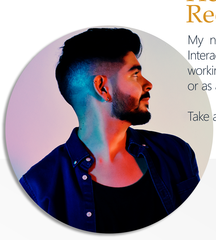
the UX fox

2022

PDF Version
Curriculum Vitae

01 — 02

Hello Recruiter



My name is Andres Felipe Salazar, I am an Interactive Media Designer interested in working as a UX | UI designer, Product designer or as a visual designer

Take a walk through my experience

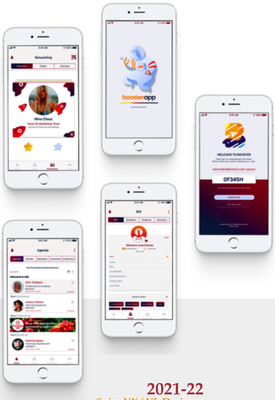
theuxfox@gmail.com

01 — 02

Cali | Colombia based Product Designer

With +6 years of international work experience related to web and mobile products design in IT companies and startups, I am a professional interactive media designer with interest to work as a UX | UI designer, product designer or a visual designer. I consider myself highly skilled in creativity, leadership and effective communication. I am an adaptable team worker, curious and willing to learn new things

linkedin.com/in/theuxfox/ theuxfox@gmail.com +57 312-503-9610



2022 — See in portfolio

01 **User experience Research**

02 **Interactive Prototypes**

03 **User interface Design**

04 **UX|UI Consultory**

Read my work on Medium

medium.com/@theUXfox

2021-22
Snior UX / UI Designer
Cali, Colombia
Zemoga
Maarch 2021 - Present

Main Functions:

- To design process related to user flows, user interviews, wireframes, design systems and high level Prototypes and User Interfaces.
- To create wireframes and clickable prototypes in order to test and propose enriching experiences for users.
- To comunicated and manage high fidelity prototipes, wireframes and interfaces with Developement team and Clients.
- To track design activities and deliverys in order to achieved proyect goals.
- To ideate and perform UX Workshops to co-create with product team, Devp Team and Bussiness Analyst Team in order to achieve feaseable Interfaces and creative solution our clients.
- Develop interactive prototypes

2020
Lead UX | UI Designer
Montevideo, Uruguay
Altimetrik
November 2020 - Marzo 2021

Main Functions:

- To lead all design process related to user flows, user interviews, Business model definition,wireframes,design systems and high level Prototypes and User Interfaces.
- To create wireframes and clickable prototypes in order to test and propose enriching experiences for users.
- Comunicated and manage high fidelity prototipes, wireframes and interfaces with Developement team.
- To track design team activities and deliverys in order to achieved proyect goals.

2019
Senior UX | UI
Bogotá, Colombia
Heraclea
Mayo 2019 - Febrero 2020

Main Functions:

- Investigate and prototype "Personas" (User profiles)
- Plan and track production schedule of the digital product development
- Participate in business development meetings with the client
- Design and test wireframes of the digital products
- Create and execute brand guidelines

2018
Lead Product Designer
Mexico City, Mexico
Dresden Partners
April 2018 - October 2018

Main Functions:

- Lead the design team in order to fulfill organizational goals
- Create and execute work plans for human-centered design projects
- Conceive digital products with the development and marketing teams
- Design and execute usability tests for developed products
- Develop interactive prototypes

2017
UX | UI Designer For Mobile Apps
Brno, Czech Republic
QfoSolutions.cz
January 2017 - January 2018

Main Functions:

- Investigate and prototype "Personas"(User profiles)
- Conceive information architecture for mobile apps
- Design mobile interfaces related to financial markets
- Create graphic interfaces according to latest design trendings
- Develop interactive prototypes and user tests

UX | UI Consultant for an IT Startup
Berlin, Germany
Carmii | Smart Mobility
April - December 2017

Main Functions:

- Investigate and prototype "Personas" (User profiles)
- Plan and track production schedule of the digital product development
- Participate in business development meetings with the client
- Design and test wireframes of the digital products
- Create and execute brand guidelines

2016
UI Freelance Designer
Cali, Colombia
Freelance
March - Decembre 2016

Main Functions:

Design graphic interfaces for mobile and web projects for IT companies and startups

2015
UX | UI Designer For Websites
Santiago de Chile, Chile
Ematris Consultores
August - February 2016

Main Functions

- Investigate and create digital content for Ematris website
- Conceive information architecture of the website
- Design user interface according to branding guidelines
- Build a simple and useful website with WordPress

2022

01 Academic Background

Bachelor Degree

- **Bachelor in Interactive Media Design**
  Universidad Icesi, Cali-Colombia
  2016

Master Studies

- **Master in Design Think & Product Development**
  OBS - Universidad de Barcelona, Barcelona-Spain
  Present

High School

- **Colegio técnico industrial Comfandi el Prado**
  Technical Industrial Mechanics degree
  2008

Languages

- Spanish | **Native**
- English | **B2 Intermediate**

02 Seminars & Courses

- **Hoy es diseno "y accion"**
  Icesi, Cali-Colombia — November 2012
- **Leadership Development Conferance**
  AIESEC, Pereira-Colombia — April 2014
- **National Planning Meeting**
  AIESEC, Bogota-Colombia — December 2013
- **NATco**
  AIESEC, Pereira-Colombia — July 2013

03 Systems & Others

Systems

Master suite Adobe CC, FIGMA,Miro,FigJam, Invision, Sketch, Zepplin

Others

Microsoft office package, 3ds Max,Wordpress, Processing.

Adobe CC Master Suite
Learning — Figma
Learning — Sketch

04 Associations

- **AIESEC en Colombia**
  Local Chapter Cali — 2013-2015
- **IT Research Group i2t**
  Icesi, Cali-Colombia — 2012-2014
- **Research group "Biomedica"**
  Icesi, Cali-Colombia — 2013

More details in my Portfolio

/@theUXfox /theuxfox /theUXfox

