# David Hoyos

UX/UI Designer

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## Work Experience

### Loop Studio/ Ssr UX/UI Designer

NOV 2021 - ACTIVE/ REMOTE

Currently, I'm part of UX team to design products and services that helps companies from USA, Canada and Europe to persuit their goals, working side by side.
Designed Dashboards, Websites. Conducted usability tests. heuristics evaluations, and presented findings and design recommendations to PM, Designers, Engineers and Stakeholders.

### QKStudio / UX/UI Designer

MAR 2020 - NOV 2021 REM OTE

I was part of the UX Design team in the company. We receive projects from Argentina, LATAM and US to create apps and webs. My position consisted to conduct as many methods as possible in order to deliver a product that is great for the users and highly profitable to the companies.

### Ecorocket / UX Designer

JAN 2020 - JUN 2020, CITY BELL/ ARGENTINA

I was leader of the Design team, we use strategies to reach the enough insights to build a prototype and sell the project. We get the goal and today thanks to our Human-Centered-Design vision we could deliver a delightful experience and optimal results for the company.

## Education

### Interaction Design Foundation

FEB 2022 - MAY 2022

Usability concepts and methods using the tools required to create products with outstanding user experience and usability, in order to reduce costs, risk and time to design and implement producs.

### U. of Michigan / UX Design and Reseacrh

MAY 2020 - JUN 2021, COURSERA

Product creation using User Research, ideation, refinement, formal analysis, prototyping, evaluation and testing, applying methods to guarantee a communication in the interaction.

### UNLP / Multimedia Design

JAN 2018 - DEC 2022, LA PLATA

Project design and programming, using the interfaces, languages and interactive systems (physical and digital) with based on User Experience to create a powerful outcome.

## Skills

**Design:** Ilustration and UI graphics using Figma, Illustrator · Strategy & vision presentations · User flows · Concept sketches · Wireframes, Wireflows and Mockups · Design Thinking

**Prototyping:** Rapid prototyping using Figma, Adobe XD and Zeplin · GitHub · Mobile first

**Research:** Strong UX Research · Data analysis (Analytics) · Task analysis & persona hypothesis · A/B Testing & Experiment · Cafe & diary study · Cognitive walkthroug

**Colaboration:** · Agile · Self StarterOrganizing · Creative · workshops · Facilitating design critique · Self Starter · Detail oriented · Flexible · Communicative