ALAN AGUILAR OSORIO

UX / Product Designer Sr. | (+52) 55 2653 9530

ABOUT ME

Please click the _link_ for each list item to access:

< CONTACT >
alan@letrachika.com
LinkedIn

< PORTFOLIO >
PDF view
Behance

< THINKING >
My creative process

< SKILLS >
Love to learn
Leadership
Empathy
Teamwork
Ethics
Adaptability
HTML5 & CSS3
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe XD
Sketch
Figma
Zeplin
Wordpress

< LANGUAGES>
Spanish - Native
English – C1

COVER LETTER

I am a Senior UX / Product Designer and I have been working in different sectors such as commercial, entertainment, banking, automotive, etc., creating memorable experiences for mobile application users (IOS and ANDROID) that improve interaction and usability. My goal as a UX / Product Designer is to understand the needs of the business and the expectations of my users, applying Scrum and Design Thinking Methodology to develop high-quality tailored solutions.

In addition to my current experience, I have more than 25 years of experience as a web designer, designing and implementing avant-garde and functional websites, as can be seen in my work portfolio. I also have an academic background in systems engineering and digital design. I am passionate about design, technology, and innovation, and I am always willing to learn and face new challenges in my life.

EXPERIENCE

UX Designer Sr. at Globant MX, Insurgentes Sur 859, CDMX
May 2023 – February 2024 / Project: Spin by OXXO
As a Product Designer, I implemented and proposed user experiences, according the business core, improving current flows with simplicity and security, as well as designing new UI views for the Spin by OXXO mobile application.

July 2022 – April 2023 / Project: Directv GO - DGO
Design the UI interfaces and implement UX on Mobile and SmartTV apps for the project Google Inapp Billing for Android: _an Android app that let's you buy all the plans of DGO directly from your devices (Mobile, Tablet & Android TV) with your Google Play account._

UI / UX Designer Sr. at Stefanini Group, Río San Joaquín 351, CDMX
December 2019 – June 2022 / Projects: DHL, BMW, Mazda

I had the opportunity to lead a team of 2 designers and participated in several UI and UX design projects for the automotive, international delivery, banking and charity sectors. Mainly my activities were improving the UX for those mobile applications by applying different methods for a more realistic analysis such as user persona creation, A/B testing, Crazy 8 dynamics, tree testing or card sorting.

UI / UX Designer Sr. at Global HITSS, Reforma 296, CDMX
January 2018 – April 2019 / Projects: Actinver, Claro Club, Banorte

Mobile applications designer that improve user interaction and usability. At this time, I was working on projects for the banking sector principally.

Digital Magazines Manager for Editorial Televisa, Av. Santa Fe 2000, CDMX
January 2012 – January 2017 / Project: Microsites & Digital Magazines Apps

I have the opportunity to develop digital magazines APP's for more than 32 titles of paper magazines such as National Geographic, Caras, Muy Interesante among others towards for IOS mobile devices (iPad & iPhone) and Android (Phones & Tablets). which contained interactive material so that the end user could interact with it and have a user experience completely different of the printed version.

Leading a team of 7 designers (for +4 years) between Mexico City, USA (Miami) and Colombia (Bogotá), we make this area profitable for the company, generating great profits.

Throughout the 5 years that I was at the publishing house, I trained more than 30 people by giving them courses on how to make a digital magazine with Adobe InDesign software and Adobe DPS (Adobe Publishing Suite) which is currently called AEM (Adobe Experience Manager) between Mexico City and Miami, always taking care of the usability and memorable user experience that our final product should have.

Webmaster for ANTAD, Horacio 1855, CDMX
June 2012 / Project: In house

Design and develop the CMS Website and coordinate the build for Expo Antad mobile app (IOS & Android).

Web Consultant & UI UX Designer for INFOTEC, San Fernando 37, CDMX
January 2010 – May 2011 / Project: STPS, COP

Design the STPS Web (Secretaría del Trabajo y Previsión Social) under UI Guidelines making several benchmarks of diffrent worldclass websites to build a unique website with an excelent usability and performance.

Project Manager Jr. for BBVA – Universidad 1000, CDMX
January 2009 - May 2010 / Project: In house

Coordinate "on time" developments or improvements of FSW and create weekly reports for the executives of the Bank.

Webmaster for Continental Tire México, Av. Santa Fe 170, CDMX
January 2007 - May 2008 / Project: In house

Web design for Continental Tire, Euzkadi and General Tire websites and create POP materials + video editing for the several events of the company.

Web Designer for Sears Roebuck México, Vasco de Quiroga 3800, CDMX
January 2004 – January 2006 / Project: E-commerce

Design, coordinate and the creation the ecommerce website of Sears.

Web Designer for Sanborn Hnos. S.A., Av. Coyoacán 1494, CDMX
December 1997 - January 2004 / Project: Web Page, E-commerce

In first place, the web design of Sanborns web page and after, the design of Sanborns ecommerce website; During 2 years, I managed the virtual store database updating every day, the prices and the stock of the online store catalog.

📄 COURSES

Figma, Design Thinking, Adobe Animate, Adobe Premiere Pro / Updates
January 2024

Diseño UX/UI, Coderhouse
August 2022

Design Thinking, Agile Training Inc., Calz. Legaria 549 Piso 4, CDMX
December 2020

SAFe, Itera México, José Luis Lagrange 103, CDMX
November 2018

Scrum Master, Aprin, Nicolás San Juan 1554, CDMX
February 2018

HTML5 + CSS3, KMMX, Eje 2A Sur 211, CDMX
February 2017

♟ MY EDUCATION

Universidad del Valle de México, Digital Design, CDMX
2022 – In progress

Universidad del Valle de México, Systems Engineer, CDMX
1995 - 1999