



MARLON ALEJANDRO RABAGO HEREDIA

UI / UX Designer

I'm a passionate Multimedia Production Engineer with over 8 years of professional experience in software user-centered Design. I am focused in seeking solutions of complex business and user problems in creative ways. I am focused on the end user to design products that are intuitive and functional. My work experience is spread across all aspects of digital design and interfaces and is deployed across multiple industries, technologies, and devices.

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📍 Hermosillo, Son, Mexico.

📅 Nov 27, 1985

❤️ Married

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WORK EXPERIENCE & EDUCATION TIMELINE

MULTIMEDIA MANAGER

CI3: Smart Communication
January 24, 2011 – February 15, 2012.
Guadalajara, Jalisco.



VIDEO EDITOR, GRAPHIC DESIGNER

Fashion Studio
May 2006 – July 2009.
Cd. Obregon, Sonora.



ENGLISH CERTIFICATE (28 WEEKS)

International Language Schools of Canada (ILSC)
September 2004 - April 2005
Vancouver, Canada.



UI/UX DESIGNER

Tiempo Development
February 27, 2012 to present
Hermosillo, Sonora.



FREELANCER: WEB DESIGN & WEB DEVELOPMENT, GRAPHIC DESIGN

October 2010 – Present.

FREELANCER: UI DESIGNER, VIDEO PRODUCER, SOFTWARE DEVELOPER

WIN/ Aqua interactive, outsourced by CEVE at ITSON
March 2008 - December 2009
Cd. Obregon, Sonora.

CAREER: MULTIMEDIA PRODUCTION

Universidad La Salle Noroeste (ULSA)
May 2005 - May 2010
Cd. Obregon, Sonora.
Graduated with Honorable mention.



TECHNICAL SKILLS



Sketch and Zeplin. Adobe CC Suite with advanced knowledge in Photoshop & Illustrator. Wireframing and prototyping tools like Balsamiq Mockups, inVision, Axure. Frontend knowledge basic knowledge, intermediate knowledge in HTML5/CSS3, Responsive design, Bootstrap and Backend familiarity. Marketing tools like Google Analytics, AdWords, Hubspot, SEO and Mailchimp. User Experience, User Interface, Visual Design, Architecture Information, Product thinking, Interaction Design, User research & User testing methodologies, Marketing, Brand Identity, iOS & Android standards/ principles. Multimedia tools for video editing and 2D/3D animations.

CURRENT JOB PROFILE

- Create Web Designs (Responsive, Web Applications, Admins & e-Commerce).
- Create Mobile Application designs for Android & iOS.
- Collect insights from users by User Research and User testing Methodologies.
- Consult with clients to develop and document interface design requirements.
- Take complex information and create designs that are simple to use and elegantly designed.
- Define workflow and behavior of the User Interface based on User Experience best practices.
- Develop high level and/or detailed storyboards, mockups and prototypes.
- Create and monitor marketing campaigns as well as online advertising content.
- Implement best practices in user experience design and new trends.
- Create User Interfaces including identity design from client specifications.
- Create graphic designs like Brand Identity, illustrations and photographs.
- Ability to successfully plan, organize, implement, and monitor projects, meet deadlines, and respond to changing priorities
- Brainstorm, Research and Benchmarking.
- Re-design User Interfaces updating with new trends and User Experience best practices.
- Manage User Interface design updates.
- Maintain confidentiality with regard to the information being processed, stored or accessed.
- Work closely with client in order to approve designs.
- Work closely with dev team to deliver assets.
- Create Styleguides or design specifications.
- Generate any multimedia asset needed (Video and audio edition, Motion Graphics, Animations, etc).
- Applying knowledge and experience of visual and animation design with good sense of timing, rhythm and pace for online advertising and required multimedia assets.
- Thrive in an invigorating environment of team work, joint problem solving, and common commitment to goal achievements with ability to influence at any level, especially when making design and technical decisions.
- Handle multiple project requirements, negotiating specifications within complex technical
- Environments with both technical and non technical colleagues among creative, development, and tester teams.
- Adheres and creates UI Standards.
- Pixel Perfect Oriented.
- Agile and self-organized way.
- Quality Assurance.
- Strong time-management, multi-tasking and prioritization skills.
- Other duties as assigned.

LANGUAGES

- Native Spanish Speaker.
- Fluent English. 80%
- Portuguese 20%

REPOSITORIES

- GIT
- Dropbox
- Google Drive
- Bitbucket

AGILE

- Scrum, CMMI, TQS (Tiempo Quality System)
- Jira, LeanKit Kanban, Trello
- Self Organized