



ELOY  
HERRERA

Dallas / Fort Worth

eloyux.com

lunaeloy@gmail.com

206 - 376 - 6557

## EDUCATION

### Springboard

UX Design Career Track.

### National Autonomous University of Mexico

Bachelor degree in Design and Visual Communication.

### University of Guadalajara

Exchange student of the Visual Design career.

## SKILLS

### Wireframing

Sketch | Axure | Adobe XD |  
Balsamiq Mockups | Invision

### Design

Adobe Illustrator | Photoshop |  
In design

### Methodologies

SCRUM | Design Thinking |  
GV Design Sprint

### Coding

HTML5 | CSS3

### Languages

English | Spanish

### Other Utilities

Miro | Prototyping | User Flow  
| Affinity Map | Empathy Map |  
Sketching process | Persona |  
UX Research | Usability test

## UX/UI DESIGN EXPERIENCE

### Case Study

*A mobile app that helps prevent the kidnapping of women in Mexico.*

Through a complete User-Centered Design process in collaboration with a developer in Mexico City, we are developing a mobile app to prevent and reduce the kidnapping of women in Mexico. I set secondary research on social problems to define the characteristics of the app's target, generating quantitative and qualitative research as the backbone of the process.

#### Projects:

- S.O.S. Safe Lives

### GBM Mexican Stock Market Group

*The leading investment firm in Mexico that promotes national and foreign investment.*

In conjunction with a multidisciplinary team, through Design Thinking and User-Centered Design process assets, we migrated, updated, improved the speed of results, and strengthened the cybersecurity of the central Platform.

#### Projects:

- Transactional Platform
- Operations Abroad
- Treasure-e

### GFT Group

*Software developer specialized in international finance and insurance to the manufacturing industry and others.*

Through the SCRUM methodology and a User-Centered Design (UCD) process, I drove a constant improvement of the UX/UI design development of 2 technological systems of Santander Bank, assuming routine tasks and hardening its cybersecurity.

#### Projects:

- Zonal and regional control system
- My clients

### Salinas Group

*Company at the forefront of technology focused on creating economic value.*

Being part of a large UX/UI Design team in collaboration with Developers and Business Analysts, we develop Softwares as Services in the B2B market, migrating, improving, accelerating the speed of response, and innovating in the information cybersecurity standards.

#### Projects:

- Origination and release of the credit application
- Credit validation table
- Origination and delivery of the guaranteed and revolving credit card
- Installment Loans
- Title Loans
- Money Gram
- Cash Advances