

# Isaac Valadez

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Originally from Mexico, I now call Belgium “home”. I hold an unlimited work and residence permit.

I’m a UX Designer with 5+ years of industry experience designing user-centered digital products backed by a strong background in Human-Computer Interaction.

## Professional Career

### **PhD Candidate in Human-Computer Interaction - VUB**

Jun 2021 - Present

As part of a joint research initiative at the Vrije Universiteit Brussel, I explore how emerging technologies such as generative AI and Augmented Reality can support collaboration in digital work environments and simplify interactions with complex systems. I also contribute to the design and promotion of innovation workshops that have been used in both academic and industry settings. Alongside research, I supervised bachelor’s and master’s theses and support the teaching of the Human-Computer Interaction course at VUB.

### **Senior User Experience Designer - Blue Roster**

May 2019 - May 2021

I worked with Blue Roster to develop an online platform that helps manufacturing companies be more productive and reduce turnover. I led the initial effort to define a minimum viable product and product roadmap. I ran design workshops and gathered insights from clients and users to design the platform’s pilot product and define success metrics. Additionally, I conducted usability tests with end-users and worked directly with the development team to ensure our product met the clients’ expectations.

### **UX Designer - Wizeline**

Sep 2017 - May 2021

I worked with clients such as MasterCard and Unity 3D. I was responsible for the end-to-end UX process: conducted

## Education

### **PhD Candidate in Human-Computer Interaction**

Vrije Universiteit Brussel, BE  
Jun 2021 - Present

### **MsC in Human-Computer Interaction**

DePaul University, USA  
Sep 2015 - Dec 2017

### **BA in Animation and Digital Arts**

ITESM Tec de Monterrey, MEX  
Aug 2007 - Dec 2012

## Certifications

### **Design Sprint Masterclass**

AJ&Smart

## Languages

- Full Professional **English**
- Native **Spanish**
- B2 level **French**
- A2 level **Dutch**

## Skills

User-centered Design, Research, Requirement Analysis, Information Architecture,

interviews and workshops with clients and end-users and created material to synthesize data from research. I was also in charge of the interaction design, prototypes and usability tests. Additionally, I mentored junior designers and joined initiatives to promote user-centered design inside and outside the company.

### **Graduate UX Research Assistant - DePaul University**

Sep 2016 - Jun 2017

I worked with Chicago's Digital Youth Network to develop and design learning modules inside Minecraft to support urban youth in learning digital media, computational thinking and technology skills.

### **Lead Interactive Developer - Maniak**

Oct 2014 - Jun 2015

I led a multidisciplinary team of 7 artists and developers to create cutting-edge interactive media applications. I facilitated collaboration between external and internal stakeholders to deliver digital products that used technologies, such as, virtual reality, augmented reality and 3D visualization to increase brand awareness for our clients. I also took part in pre-sales meetings to gather requirements from potential clients and to support the sales department.

### **Interactive Media Developer - Maniak**

Nov 2012 - Oct 2014

### **Junior Developer - Larva Game Studios**

Feb 2012 - Nov 2012

Design/Innovation Workshops,  
Agile methodology, Usability  
testing, Digital Prototyping

## **Software and programming**

Figma, Adobe Suite, Jira, Miro,  
Maze, JavaScript, HTML & CSS,  
Python, C#

## **Awards**

### **Fulbright Scholarship**

Fulbright Organization,  
United States of America  
2015-2017

### **Emerging Leaders in the Americas Program**

Canadian Government,  
Canada  
2010