

IVAN ROBLES

VIRTUOSO
PIXEL
PUSHER

SUMMARY

- Senior Designer with over 15 years of design expertise.
- 8 years of proficient work in UI, UX, data visualization, branding, and communication.
- Specialized in user-centered design, design thinking, and creative and analytical approach to problem-solving.
- Skilled in user advocacy, web art direction, coordinating sessions for user insights, and making UX product decisions.
- Self-critical and detailed oriented.

SKILLS

- Programming languages: HTML, CSS.
- Testing: User Testing, Maze.
- Methodologies: User-centered design, Design thinking, Scrumban
- Email Marketing: HubSpot, Mailchimp.
- CMS: Contentful, Page Designer (Salesforce), WordPress, Webflow
- Design: Adobe Suite, Affinity Suite, Figma
- Management and Communication: Asana, Jira, Slack, Teams
- 3d: Blender, Zbrush, Keyshot

WORK EXPERIENCE

- Sr. UX Designer at 45/RPM

SEP 2021 | JUN 2024

- Project: User advocacy, UX product decisions, web art direction, web rebranding and design, digital marketing.
- Team size: 12
- Tasks performed:
 - Conducted UX audit and research for websites.
 - Coordinated sessions to gather key insights about users and created UX deliverables.
 - Derived actionable recommendations from user data.
 - Undertook quality assurance and user acceptance test on projects.
 - Created style guides and design systems for consistent design.

- Developed creative concepts for the website redesign.
- Designed wireframes, prototypes and high-fidelity mockups.
- Presented designs to stakeholders.
- Discussed design rationale and addressed feedback.
- Produced marketing ads for social media and redesigned mailing campaigns.
- Collaborated with cross-functional teams: developers, product managers, account managers and stakeholders to deliver cohesive and delightful experiences.
- Mentored junior designers while providing constructive feedback and skill development.
- Tools:
 - Adobe Suite, Figma, User Testing, Hotjar, Google Analytics, Contentful, Page Designer, WordPress, Webflow, Google Workspace, Asana, Slack, Jira, Teams, Harvest

- Sr. Web Designer at DIGIWORKS

JUN 2015 | MAR 2020

- Project: Web art direction, UX/UI of websites, web rebranding and design, digital marketing.
- Team size: 10
- Tasks performed:
 - Incorporated user-centric thinking into the design work.
 - Brainstormed fresh ideas for layout, navigation, and visual elements.
 - Redesigned successful web pages based on content priority, visual design and the right page components to meet objectives.
 - Ensured designs met functional and aesthetic requirements.
 - Worked for several clients including Grupo Modelo, Ingram, BRP World, Zyncro, among others.
 - Designed a compelling visual narrative aligned with brand goals.
 - Produced marketing ads for social media and redesigned mailing campaigns.
 - Mapped and implemented design projects efficiently as a solo designer.
 - Prioritized tasks and set realistic deadlines allocating time effectively to deliver work within specified timelines.
 - Oversaw the execution of the visual vision.
 - Collaborated with cross-functional teams: developers, Commercial Director and stakeholders to deliver cohesive and delightful experiences.
- Tools:
 - Adobe Suite, Affinity Suite, Figma, HTML, CSS, Google Analytics, Blender, Zbrush, Unreal, Substance Designer, Slack, Time Doctor, Invision

- Art Director at VISUAL SPORTS

SEP 2014 | DEC 2020

- Project: Art direction for Digital Daily Sports, data visualization, digital marketing, design consultant for newspaper Capital.
- Team size: 6

- Tasks performed:
 - Shaped the visual direction for the brand.
 - Selected typography, color palettes, and visual elements.
 - Developed custom icons, illustrations, and graphics.
 - Created wireframes, mockups, and high-fidelity designs.
 - Personalized, setup and configuration of website template.
 - Worked on news coverage and data visualization of sports events for web and digital media.
 - Produced marketing ads for social media.
 - Crafted newspaper spreads on a project-by-project basis while serving as a consultant.
 - Translated data into compelling visualizations.
- Tools:
 - Adobe Suite, WordPress, HTML, CSS, Blender

- Product Designer at PASAMANOS STUDIOS

SEP 2013 | DEC 2020

- Project: UX/UI design, visual communication, data visualization, and branding.
- Team size: 3
- Tasks performed:
 - Personalized, setup and configuration of website templates.
 - Created intuitive and engaging UI designs for web.
 - Improved existing interfaces to boost user engagement and satisfaction.
 - Analyzed competitors' designs to understand user expectations.
 - Used storyboards and mockups to convey vision.
 - Ensured client satisfaction with the proposed redesign.
 - Crafted slide templates for key stakeholder presentations ensuring adherence to brand identity.
 - Planned engaging motion sequences.
 - Translated ideas into compelling visuals.
 - Gathered insights through research and analysis.
 - Derived actionable recommendations from user data.
- Tools:
 - Adobe Suite, Affinity Suite, Figma, Sketch, User Testing, Maze, Blender, Zbrush, Substance Designer, Power Point, Keynote

CERTIFICATION

- UX DESIGNER FROM SCRATCH (Interaction Design Foundation)
- HUMAN-COMPUTER INTERACTION (Interaction Design Foundation)
- CONDUCT USABILITY TESTING (Interaction Design Foundation)
- USER RESEARCH (Interaction Design Foundation)
- UX MANAGEMENT (Interaction Design Foundation)

EDUCATION

- BACHELOR'S DEGREE | **GRAPHIC DESIGN**
UNIVERSIDAD INTERCONTINENTAL (UIC)

AUG 2001 | MAY 2006
MEXICO CITY

CONTACT

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