Gerardo Bravo R

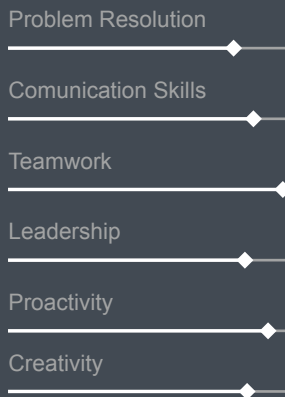## [UI/UX & Visual Designer | Translator] Mexico City, Mexico

www.linkedin.com/in/gerardo-bravo-rodriguez

My ability for leveraging a creative process and data analysis to enhance the client's experience has led me to deliver work of exceptional quality and innovation regardless of the area, project, or department. I always look foward to find inspiration in any type of media; from editorial, film, language, literature to the meer fact of discovering different cultures in order to improve the experience of product solutions.

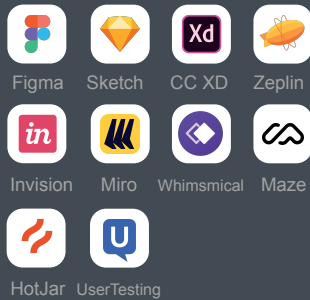E-mail: Gerardo.BravoR25@gmail.com   Phone: +525523171870
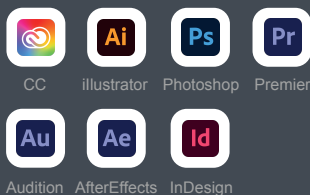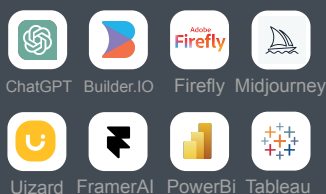

Intrapersonal Skills

Problem Resolution

Comunication Skills

Teamwork

Leadership

Proactivity

Creativity

Design Softwares

UI/UX Design & Research

Figma Sketch CC XD Zeplin

Invision Miro Whimsmical Maze

HotJar UserTesting

Visual Design

CC illustrator Photoshop Premier

Audition AfterEffects InDesign

Artifical Inteligence & Data

ChatGPT Builder.IO Firefly Midjourney

Uizard FramerAI PowerBi Tableau

Career & Education

Degree in Graphic Design - 2019
UNAM MEXICO FES ACATLÁN

Google UX Design/ Coursera '21

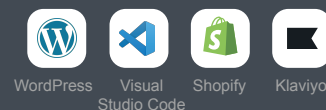How To Design for Accessibility
(WCAG 2.2) / Udemy 2022
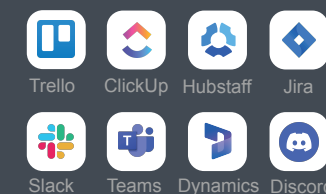
Lean Market Belt / Indra 2022

SCRUM Master / Indra 2023

Languages

English (Native)

Spanish (Native)

French (B2.2)

Italian (B2.2)

Portuguese (A2.2)

German (A2.2)

HTML5

CSS & Bootstrap

Web & Email Design

WordPress Visual Studio Code Shopify Klaviyo

Manegement Apps

Trello ClickUp Hubstaff Jira

Slack Teams Dynamics Discord

Work Experience

UNAM (Naucalpan, Mexico)   *2023-Present*
Product Designer - Faculty & Education
·Leading UI/UX design & research for two iOS mobile faculty applications in development.
·Developing curriculum and content for the UI/UX Design Class to be included in the new Bachelor's Career Curriculum for Graphic Design.

Minsait (CDMX, México)   *2021-2023*
UX&UI Consultant - Clients: BBVA & Santander
·Spearheaded visual design at Minsait Xtudio.
·Nationwide implementation of an inclusive CRM for Santander Bank.
·Developed a management application for BBVA.
·Managed budgets and software licensing.
·Oversaw recruitment for roles across multiple disciplines and junior team members mentorship.

Budai Media (Budapest, Hungary)   *2020 - 2021*
Visual Designer - Digital Marketing
·Design of automated marketing emails, digital resources and assets needed for digital marketing campaigns of a variety international clients.
·Oversaw recruitment for Visual Designers

FONATUR   (CDMX, México)   *2019-2020*
UX&UI Designer - Infrastructure and Logistics
·UI/UX design and implementation for the intranet and web applications.
·Managed various design tasks, including campaign design and the creation of posters and logos.
·Developed engaging banners and infographics.
·Enhanced internal communications to boost user engagement.

Freelance Designer (CDMX, México) since *2016*
UX&UI and Visual Design
·Video Editing / Editorial Design / Post Production / Screenwriting / Prodcut Design / Branding / UX/UI Design / Prototyping / Web Design / Marketing