

Sergio Rivera

A technologist enthusiast with an affection for well thought products

Experience

• Smartbell **Product / UX Designer**

Aug 2019 - Present | Guadalajara

- Designed and applied over five **User Interviews** to define user pain points, limitations, and goals
- Established the **User Journey** including User Flows, Interaction Touchpoints, Emotional Journey and Processes
- Explored and defined the **Product Roadmap** for the next three years alongside managers and stakeholders
- Crafted **Wireframes** and Low-fi to Hi-fi **Mockups** considering responsiveness and standard UI components from **Vuetify.js** library
- Designed over 100 pages of the desktop and mobile versions **User Interface** with the guidance of a Senior UX designer
- Performed **User Testing** for both versions, implementing design changes based on **User Feedback**
- Feed the **Design Library** with around 100 elements, including icons, illustrations, colors, typographies, and UI components
- Advocated for consistency and **User-centered Design** through product development
- Partner with developers to establish **Hand-off** requirements
- Coded more than 20 pages under the developer's team best practices and supervision
- Negotiated features trade-offs to accommodate our deadlines and **Business Objectives**, reducing one month of development time

• Ivaldi Group **Industrial Designer**

Apr 2018 - Apr 2020 | Guadalajara & Singapore

- Defined **Service Processes** and **Customer Contact Points** of an innovative business model based on 3D printing and cloud services
- Designed the **User Experience** and **User Interface** of a SaaS product as one of the main startup's value proposition
- International experience in **Singapore** where I settled up a 3D printing facility for a global maritime group, as well as pitching the startup to **External Investors** and attended several PR events
- Developed the product and necessary content that resulted on a client contract of **2.7 million USD**
- Collaborate with coworkers in the USA, Norway, Singapore and Ukraine

• BKT Mobiliario Urbano **Industrial Designer**

Oct 2016 - Mar 2018 | Guadalajara

- Designed and supervised international recognized products.
- Created 2D drawings and installation manuals for the final user.
- Advised clients to assess **User Needs** for an effective **Design Solution**

Let's talk!

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Skills

- Agile methodology
- Scrum framework
- Remote collaboration
- Strategy oriented
- Startup experience
- Quick Learner

UX Toolset

- Heuristic evaluation
- Think aloud protocol
- Usability testing
- Affinity mapping
- UX writing
- Interaction design
- User personas
- Task analysis

Tools

- Illustrator
- Photoshop
- Google Suite
- Balsamiq
- HTML & CSS
- Vuetify.JS
- Github
- Figma

I'm willing to learn any tools your organization uses

Education

- Member #75671
Interaction Design Foundation
2020 | Guadalajara
- Coursera
UX Research & Design Specialization
2019 - 2020 | Guadalajara
- Wizeline Academy
Technical Writing Certification
2020 | Guadalajara
- Universidad de Guadalajara
BA Industrial Design
2012 - 2016 | Guadalajara
- Maynooth University
BA Product Design
2015 - 2016 | Ireland