

Contact

Avilés, Asturias. Spain
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Main Skills

UX / UI Design

User-centered Design

Interaction Design

UX Research

Wearables Design

Design Patterns

Responsive Web Design

HTML / CSS

Agile Methodologies

SAAS Design

Wireframing

Prototyping

Languages

Spanish (Native or Bilingual)

English (Professional Working)

Certifications

Designing for Neural Networks and AI Interfaces

Design Thinking: Understanding the Process

User Experience Design for Wearables

UX for Voice: Planning and Implementation

Learning Jira Software

Leonel Silva

UX UI & Visual Designer | Leonelsilva.com

Asturias - Spain

About

I have worked in many SaaS developments for different industries: Oil, Auction of advertising spaces with artificial intelligence, Creation and management of chatbots, Wine Certification, Testing and selection of human resources, Inventory control for bars and restaurants, Control of academic activities and sports, Medical applications, Finance, Employee & Projects Management, Accountant control.

My passion is user experience and interface design, but I also like visual design and motion graphics (AfterEffects) and many times I have worked on branding and digital advertising.

I have experience working directly with engineers to nail down the details of how my designs will be implemented, including an understanding of tradeoffs and willingness to adapt based on technical feasibility or deadline.

I always try to get to the exact point where the user's needs, business objectives, usability and aesthetics come together to create web and mobile applications with experiences that please users and achieve goals.

Experience

Azumo, LLC

UX Specialist

sep 2017 - apr 2020

Remote > USA

I worked on UX UI design with web applications (SaaS) and mobile applications related to chatbots, wine certifiers, time and human resources management, bar & restaurants inventory management.

My biggest challenge was improving the usability and interface design of a human resources evaluation and recommendation SaaS with an enormous amount of information and many levels of configuration, I did user research, analysis of interviews with users, personas and scenarios, red route analysis, information architecture, wireframes, customer journey maps, users & tasks flows.

Experience

AcuityAds Inc

Senior IxD UX UI Designer

sep 2014 - aug 2017

Remote > Canada

My role was to redesign the interface of a real-time auction system of advertising spaces similar to GoogleAds, the main challenge was to take a huge number of indicators, configuration options and data and condense everything on screens that were the same or easier to use than the competition.

Tools such as card sorting, user interviews, information architecture, red route analysis, ux people, ux scenarios and customer journey maps were used.

Neoris

Junior Web Designer

jul 2012 - sep 2014

Remote > USA and Mexico

I worked on UX UI design of SaaS and websites for different companies: Oil companies, city halls, supermarkets and telephone companies.

The biggest challenge was the SaaS UX UI design for an oil refinery that required to include a complex dashboard that showed the information of the entire plant and that in a friendly, simple and clear way, helped operators to identify areas of risk or attention within the plant in order to avoid accidents and improve processes.

Wikot

Senior IxD UX UI Designer

oct 2011 - jul 2012

Remote > USA

I did usability analysis, UX UI design for various web applications and mobile applications for clients from different areas such as finance, fast food, alcoholic beverages and video games.

I designed landing pages, animations and microsites for clients like Coca-Cola and Nestle.

UX Skills / Metodologies

Information Architecture
User Flows
Task Flows
Lo-Fi y Hi-Fi Wireframes
Prototyping
Usability Analysis
Accessibility Analysis

UX Storyboard
UI Storyboard
IxD Storyboard
UX Personas
UX Scenarios
Customer Journey Maps
Benchmarking & Competitor Analysis

UI Skills / Metodologies

Interface Design
Responsive Web Design
HTML
CSS / SASS / LESS
Design Patterns
Atomic Design

Material Design Guidelines
Apple Human Interface Guidelines

I can help implementing design styles on React or Angular but I'm not a Front-End Developer.

Visual Design Skills

Branding
Logo Design
Corporate identity manual
Image & Video Edition

Deliverables for print and on-line marketing like Facebook & Google Ads advertises, Flyers, Business cards.

Presentations with Google docs, Powerpoint and simple videos.

Tools

Adobe XD
Sketch
Balsamiq
Figma
Invision / Marvel
Adobe Suite

Abstract
Basecamp
Jira / Confluence
Harvest
Atom / Sublime

Education

Design Institute of Caracas

Bachelor's Degree, Web & Multimedia Design · (2007 - 2011)

José María Vargas University

Bachelor's Degree, Graphic Design · (2004 - 2007)