







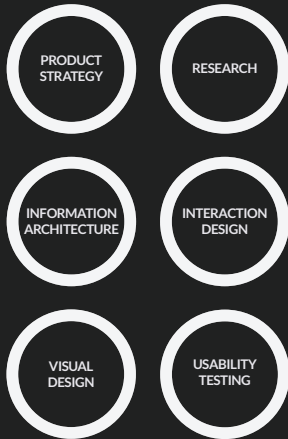
DANIEL GUEDES

UX ARCHITECT & PRODUCT DESIGNER

CONTACT

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SKILLS



LANGUAGES

- English
●●●●●●●●●●●●●●●●
- Spanish
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PROFESSIONAL PROFILE

Strategic creative leader with 7+ years of experience in digital media with a solid background in UX/UI Design, Research, Information Architecture, Product Strategy, User-Centered Design, Interaction Design, Human Factors and Persuasive Design. Bringing proven knowledge of the complete design cycle including analysis & research, ideation, prototyping, visual design and usability testing through to implementation.

WORK EXPERIENCE

2015 -2018 BPI Sports / Sr. UX Designer
Develop end-to-end solutions for user experience and human-centered design projects for BPI and Co-brands. Generate competitive analyses, storyboards, mind maps, customer journey maps, personas, and identify red routes. Produce information architecture, user-flow diagrams, wireframes and site maps. Generate low and high fidelity prototypes and usability testing. Working as the main bridge between Product Managers, Web Developers, eCommerce, Engineers, Marketing and Designers.

2014 -2015 NEURS.com / Sr. UX Designer
Lead NEURS.com digital direction and strategy for a globally recognized entrepreneurial social network. Develop end-to-end solutions for user experience and human-centered design projects including analyses and research, user profiles, wireframes, storyboards, user flows, process flows, conceptualization, prototypes, landing pages, A/B testing and email marketing. Working with Front-end Developers, Engineers, Business Analyst and Quality Assurance to execute deliverables.

2012 -2014 JuiceBlendz & YoBlendz International Inc. / Lead Designer
Lead design and strategic direction for JuiceBlendz & YoBlendz International Inc.'s global presence across web, mobile, digital, television, data visualization and social media platforms. Working closely with Designers to create all assets needed for Franchise Operation, such as: brand identity, guidelines, websites and graphics.

2009 -2012 Creative Society.mx / UX Designer
Branding & identity design, UI/UX & web design, responsive design, motion graphics, digital illustration and print design for multiple brands nationwide & overseas.

EDUCATION

The Art Institute of Fort Lauderdale
BA with Honors, Web Design & Interactive Media

The Art Institute of Fort Lauderdale
AA, Web Design & Interactive Media

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Dreamweaver, Premiere Pro, After Effects) Sketch, InVision, OmniGraffle, Axure, Slack, HTML5, CSS3, Javascript, jQuery, PHP, Sass / LESS, SublimeText, Wordpress, Shopify, BigCommerce, Bootstrap, Foundation, Xcode, Atlassian.