

Alan Arguelles

User Experience Designer



alanarguelles.co



me@alanarguelles.co



(415) 845-0479

WORK EXPERIENCE

UX/UI Designer, Blue Shield of California

June 2016 – Present

Works directly with the mobile and responsive web team on creating assets, in developing the revamped Blue Shield of California mobile and responsive website.

Visual Designer, CBS Interactive

May 2016 (Contractual)

Transformed complex concepts into simple, approachable interactive experiences that are easy to use and visually balanced across multiple devices, in sync with the existing brand styles. Worked on design features and optimization on leading B2B brands such as ZDNet and TechRepublic.com. Created and updated style guides for future designers' use.

UX/UI Designer, A Designs

August 2015 - Present

Designs user experience and interfaces both for mobile to web. Services done through agile software development cycle from conception to product development through research and thoughtful design.

Co-founder and Sr. UX/UI Designer, OneKarte, Inc,

January 2013 - August 2015

Onekarte is a mobile app that manages your contacts and name cards in a simple but beautiful way. Some highlight contributions:

- Lead the design and system architecture of the entire mobile and web application through competitive analysis and user experience research
- Collaborated with the development and executive team by delivering wireframes and interactive mockups (high and low definition)
- Created overall company branding assets, media, website and communication assets of the whole company

Business Liaison, SpearNet Corp

April 2012 - December 2012

SpearNet is a logistics company that specialized in exporting goods requiring special handling from the U.S. to Japan. Some notable accomplishments were but not limited to:

- Increased work efficiency up to three times faster the usual checking system
- Cut shipping costs by striking negotiations with large shipping solutions provider
- Increased postage efficiency by implementing, managing, and training other employees with the new postage system
- Reduced postage fees through extensive negotiations with major shipping companies
- Increased customer loyalty by assisting the opening of a new company branch in Portland, Oregon.
- Reduced time in bill tracking by implementing an automated billing system
- Updated the company's environment code by implementing an in-house recycling program mandated by the City and County of Alameda

Front-end Web Designer, SpearNet Corp

September 2011 - April 2012

SpearNet is a package-forwarding company that enables people to buy and consolidate their purchases in one affordable, convenient box. Main contributions include:

- Performed an overall online customer journey evaluation
- Designed and implemented a new online user experience from start to finish (evaluation, design, and code)
- Delivered a new website with a revamped logo

Graphic Designer, Academy of Art University | Campus Life + Leadership

October 2010 - April 2011

Worked at one of San Francisco's largest art school. Main task was to deliver high quality event collaterals for campus events, both digital and in print.

eDiscovery Shift Lead, Daegis

September 2006 - March 2008

- Increased productivity by implementing standardized status reports
- Increased training efficiency by co-authoring the department's Standard Operating Procedures
- Effectively delegated tasks and strategies for seamless transition from one shift to the next
- Increased productivity rates through proper team management and training of new employees
- Implemented on the fly tactics and strategies to increase productivity and efficient management of 50 eDiscovery stations

EDUCATION

Academy of Art University

Master's Degree, Advertising, focus on Account Planning, 2007 - 2011

HONORS AND AWARDS

First Place Winner, HackSF (for EDC)

Goodby Silverstein & Partners SF, EDC February 2014

SKILLS

Problem Solving
Competitive Analysis
User Research
Heuristics
Wireframing
User Flows
Storyboarding
User Interface
Prototyping
Branding

PROFESSIONAL TOOLS

HTML / CSS
PHP
Bootstrap HTML/CSS
Photoshop
Illustrator
InDesign
Final Cut Pro
Balsamiq
Flinto
MS Office
Keynote