

ALAN ARGUELLES

User Experience Designer

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WORK EXPERIENCE

UX/UI Designer, Apple Inc. (May 2017 – Present)

Works directly with developers to produce user experiences that span a broad range of systems. Creates high quality responsive web designs from concept to execution, including desktop, and mobile devices. Consults in the planning process and implement innovative solutions for the product direction, visuals and experience with the end-user in mind.

UX/UI Designer, eBay Inc. (Dec 2016 – April 2017)

Acts as key partner in helping define the selling experience and interactions to unlock business potential and meet user needs through design. As an ambassador to the user, the role creates design solutions that delight users by solving important problems from end-to-end. This is done by finding balance between business needs while delivering an intuitive and engaging product experience for the users.

UX/UI Designer, Blue Shield of California (June 2016 – Nov 2016)

Worked directly with the mobile and responsive web team on creating assets, and the overall front-end redesigning of the Blue Shield of California website.

UX/UI Designer, CBS Interactive (May 2016)

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.

Freelance UX/UI Designer, A Designs (Aug 2015 – Present)

Creates visual design experiences and interfaces both for mobile to web. Products are delivered through end-to-end agile software development life cycle from conceptualization to actual product. The process is thoughtful design backed by research and logic.

Co-founder and UX/UI Designer, OneKarte, Inc (Jan 2013 - Aug 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 (Apr 2012 - Dec 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 (Sept 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 (Oct 2010 - Apr 2011)

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

eDiscovery Shift Lead, Daegis (Sept 2006 - Mar 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
Visual Design
Interactive Design
Mobile devices
Mobile apps
Sketching/Drawing

PROFESSIONAL TOOLS

Sketch
Photoshop
Illustrator
InDesign
Final Cut Pro
Balsamiq
Flinto
InVision
MS Office (Word/PowerPoint)
Keynote
HTML / CSS
PHP
Bootstrap HTML/CSS