

Designer & UX Consultant

# Roberto Hiroshi Shibata Gálvez

(+52) 55 34 88 94 04

hirosgalvez@gmail.com

www.hiroshibata.com



## Experience

**INSITUM™**

### UX Consultant ←

Feb 17 - Present

As a consultant I have worked on design strategy and innovation projects for national and international clients from different industries such as, technology, education, finance and consumer goods, having the opportunity to make projects for companies such as BBVA Bancomer, Coca-Cola Company, Facebook, Microsoft, Uber, among other.

- Designed a brand strategy for one of the biggest beverage companies in Latin America, so they could take actions to improve and maintain for the long term their positioning as the favorite brand in the soft drinks category.
- Helped one of the biggest console gaming companies understand what defines the Mexican gamers, what they look for in their gaming experience and which are their purchase drivers, so that our client could improve its marketing and communication strategies towards new consumers.
- Helped a spanish bank redefined and improve a new interface design for 3 digital channels, (website, mobile app and ATM) from the user experience to the visual design to strenghten their digital ecosystem of products and services as part of their digital transformation iniciative.
- Helped one of the biggest social media companies understand how they could reach low income populations in Mexico to discover opportunities to be more tech inclusive and take actions on how they could develop a free internet service for the less favored communities in some states in Mexico.



### Digital Designer ←

Nov 16 - Feb 17

My role as a digital designer was to work on the design content of the app for Latin America, from the development of promotional campaigns to the creation of spaces for brands such as Nestle, Jack Daniels, Starbucks, Game Planet, Campbell's, among others.



### Apple Campus Rep ←

Jan 15 - Jun 15

My work as an Apple Representative was to plan strategies to raise brand awareness through talks and workshops, to educate teachers and students on how they should use Apple technology in a productive way in their personal and professional lives.

## Education ←

Bachelor Degree in Graphic Design  
Universidad del Valle de México

## Languages ←

Spanish - Native  
English - Fluent

## Skills ←

Illustrator Photoshop InDesign Webflow Sketch

Adobe XD InVision Principle

Design Thinking Agile User Research Usability Testing

User Experience Design UI Design Service Design