

Hiroshi Shibata

Design Consultant

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Experience.

Insitum ←

Mexico City

Project Leader / UX Consultant

[Feb 2017 - Present]

I've been providing advisory to clients to design solutions for growth and transformation of their businesses through a deep understanding of people's needs and behaviors. I specialize in designing experiences for physical and digital ecosystems through products and services that provide meaningful value to users and meet business objectives.

- Helped a microfinance bank understand why they were falling behind their competitors in terms of product and service experience by designing an implementation roadmap of concept solutions as a guide to help stakeholders take action to improve the bank's situation.
- Advised one of the biggest tech companies to understand the SMBs in Mexico to cater to their needs and become a strategic partner for them in terms of technology by defining a profiling guide, communication guidelines and a customer journey showing their needs, motivations and pain points regarding tech adoption to better address the SMB segment.
- Helped a Spanish bank improve the new interface design of three digital channels, (website, mobile app and ATM) from the user experience to the visual design to strengthen and align the experience of their digital ecosystem of products and services as part of their digital transformation initiative.

Rappi ←

Mexico City

Digital Designer

[Nov 2016 - Feb 2017]

My role as a Digital Designer was to work in the design content of the app for Latin America, from the development of promotional campaigns, to the creation of spaces for brands such as Nestlé, Jack Daniels, Starbucks, among others.

Apple ←

Mexico City

Campus Rep

[Jan 2015 - Jun 2015]

I was part of Apple's education and marketing team, my role there was to develop workshops and gave talks to students and teachers about how they can take advantage of Apple's technology to increase their school and work productivity.

Education.

Universidad del Valle de México

BFA, Graphic Design [2016]

Languages.

Spanish ————— Native

English ————— Fluent

Skills.

- User Centered Design
- Experience Strategy
- Value Proposition Design
- User Research
- Experience Mapping
- Heuristic Evaluation
- User Interface Design
- Rapid Prototyping