

OSCAR R. PEREZ

UX & UI DESIGNER

[DODEFY.COM/PORTFOLIO](https://dodefy.com/portfolio)

[LINKEDIN.COM/IN/DODEFY](https://www.linkedin.com/in/dodefy)

505-814-1001 | CONTACT@DODEFY.COM

PROFILE

Hey, my name is Oscar and I am a UX/UI Designer. I strongly believe UX/UI is the solution and future to many business problems.

I am a design fanatic and designing for more than 12 years. As a UX/UI designer, I make exploratory and effective changes according to the users problems and needs.

SKILLS

UX Design

Prototyping, Wireframing, User Flows, UI Graphics, Typography, Sketching, Motion Design, Branding

UX Research

Data Analysis & Persona Hypothesis, A/B Testing & Experiment, Moderated/Unmoderated User Testing, Competitive Analysis, Storyboarding, Quantitative/Qualitative Research, User Stories, Sitemap, Affinity Map, Empathy Map, User Flows

Tools

Adobe XD, Figma, Sketch, Photoshop, Illustrator, Premiere Pro, Webflow, WordPress, Dreamweaver, Invision, SEMRush, Google Analytics, Figma, InVision, Miro, iOS, After Effects, Procreate

Languages

English, Spanish, HTML, CSS

EDUCATION

Springboard, UX & UI Design Career Track, Certification, 2020-2021

700+ hours of hands-on courses, with 1:1 expert mentor oversight, and completion of 4 in-depth portfolio projects. Mastered skills in information architecture, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, dashboards and data

The University of New Mexico Bachelor of Arts in Psychology

Central New Mexico Community College Nutrition

UX & UI PROJECTS

SCHOOLIO, EDUCATION E-COMMERCE, 2021

Helped with the process of a rebrand, building an affinity map, empathy map, personas, low to high fidelity wireframes, prototyping, moodboard, brand style, user testing & design iterations.

TALEBINDS, MULTIMEDIA APP, 2021

Administered with user flows, design and tested users remotely, created sketches, prototypes, medium/high fi wireframes, user testing, & design iterations based on user resetting results.

CITYPUPS, DOG ADOPTION WEB, 2021

Created user flows, distinguished most viable product, explored other solutions, sketched, built a prototype and tested on five users, & iterated on designs.

DODEFY HEALTH, HEALTH APP, 2020-2021

Conducted competitive analysis, user research, user flows, moderated user testing, sketches, prototypes, low and high fidelity wireframes, guerrilla usability testing, user testing & made design iterations.

FOREGEN, HEALTH WEB, 2019-2021

Led and rebranded Foregen, made sketches, created low fidelity to high fidelity, and developed the website on Webflow, tested users through A/B testing and experimentation, & animations.

WORK EXPERIENCE

UX/UI Designer, Foregen, June 2019- Pres.

Developed the current website and back end system. I continue to develop Foregen's digital presence with new content, UI and UX improvements.

UX & UI Designer, Dodefy, Jan 2020-Pres.

Exploring with all company sizes who need help with solving their problems and meeting their business goals. I empathize and recognize problems to create new and innovative ideas while using UI/UI methodologies.

Designer, Rio Grande Jewelry, 2019-2020

Collaborated with product managers, project managers, photographers, designers, marketers to design for their website and prioritize products.

ADDITIONAL RELEVANT EXPERIENCE

Digital Marketing Specialist, 2012-2019

Companies: Foregen & Furniture for You

Increased traffic and conversions through an analytical presence.

Web Multimedia Designer, 2012-2019

L4SB, University of New Mexico, Rio Grande

Created new graphics, redesigned websites with a new brand, established new landing pages through user flows to convert users, and updated content.