



ANTONIO J. REDONDO PLATA

Senior UX Designer

CONTACT

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PROFESSIONAL SKILLS

Evangelizing UX teams
UX Research and analysis
Personas + User Journeys
User testing
Facilitating UX workshops
Information architecture
Wireframes and prototypes
HTML5 + CSS3
Responsive design
Product strategy
User interface design
Agile / Scrum Experience

PERSONAL SKILLS

Motivated
Problem solver
Self starter
Team player
Fast learner
Good communicator
Empathic
Leader

EDUCATION

UX PM Certification by UX Alliance Internacional



UX Specialist: Advanced research



Norman Nielsen certifications;
UX Lead and UX facilitator



Neuromarketing and Neurosales
by BiiaLab USA



MAIN TOOLS

Axure RP
Sketch
Adobe CS
Invisio
Flinto
Principle
Jira

ABOUT

I am Senior UX/UI designer with over 15 years experience and wide cross-curricular competencies focused on problem-solving and gathering both qualitative & quantitative data. I usually work directly with product owners, developers, and other UX/UI designers during user centered design processes (UCD).

During the last 6 years of my career I have been working and I have deeply adopted UX methodologies, and as a consequence, I obtained 3 international certifications by the UXAlliance and a 2nd certification as a UX Research Specialist.

PROFESSIONAL EXPERIENCE

● SENIOR UX DESIGNER FREELANCE

I have been working on different remote projects since 2020

- Currently working for HSBC as Senior UX Consultor
- May 21 to November 2021- Accenture Senior UX/UI Consultor
- Minu.mx the best salary on-demand startup based in Mexico for 8 months
- Genera Games - Video games company where I helped with the research

● SENIOR UX DESIGNER

Virtuallylive (Videogames) - Málaga | Oct 2019 - Mar 2020 (the company closed)

- Helped to the company adopt the UX methodologies to improve there videogames: user research, value proposition, wireframes, UX flowchart, user testing, and prototypes.

● SENIOR UX DESIGNER

Lottoland.com (betting sector) - Málaga Ciklum's contractor | Mar 2019 - Sep 2019

- Worked to evangelize UX with the PO's / Stakeholders generating a better UX dialog, better trusting relationship and creating workshops using UX toolset.
- Drove testing and validation completed throughout design cycles are written up in a consumable way using templates provided, downloaded and analyzed outputs with clear recommendations for updates and changes.
- Assisted with the design to CX, testing cycles, ensuring that groups of stakeholders and the UX team are kept informed about estimations, changes, and updates.
- Daily working remotely with Gibraltar teams.

● SENIOR UX/UI DESIGNER

Atrapacredito (Fintech) - Madrid | October 2016 - December 2018

- Designed "personas", made benchmarks, wireframes and ran user's testing.
- Facilitated the main bases for UI and integrated revisions with the development team and to offer a great experience 80% mobile visitors, I supervised the responsive framework implementation.

PROFESSIONAL EXPERIENCE

- **LEAD UX/UI**

Actinver (online banking sector) - Mexico city | July 2013 - May 2016

- I started the project with Planet Media consultant and finished it as Actinver member.
- Spearheaded the UX/UI team. Ensured to create UX research, benchmarks, personas, users and stakeholder's interviews, user journeys, A/B testing.
- During the last phases with the development team, We delivered UI assets.
- We designed one of the best electronic banking in Mexico.
- Up to 17.000 new users in the first year quarter after the redesign.

- **SENIOR UI DESIGNER**

Viajes el Corte Inglés (Travel sector) - Madrid / Mexico City | September 2011 - March 2013

- Achieving the best promotion campaign for Port Aventura.
- Collaborated with affiliates like RCI and Samsonite.
- Leded UI design team to provide a better interface to the corporate website and facilitated the adoption of the framework like Bootstrap.

- **SENIOR UI DESIGNER**

Surgenia (Foundation) - Córdoba | February 2008 - February 2011

- Helped to improve the online corporate website and also add more value to the brand thanks to new designs like all corporate guide, video production, email, and print advertisement.
- As a UI designer, one important part of the work was based in understand other technology centers to make the correct promotions for their products through Surgenia.

- **UI DESIGNER**

ThinkSmart (Business incentives agency) - Madrid | January 2007 - October 2007

- My role was design incentives campaigns with webs, teaser pieces or welcome packs and made all webs UI.

- **UI DESIGNER**

Emutation (Agency) - Madrid | January 2006 - January 2007

- Helped to design websites user interfaces and made some campaign banners for company's clients.

- **UI DESIGNER**

Ya.com (ISP provider) - Madrid | October 2003 - January 2006

- I was part of the team managed by the creative director. The main task assigned was to design and produce banners, websites, packaging and all designs that marketing area or e-commerce area are required.
- One of the best project designed was the blog system because we were the first Spanish company to offer a blog to Spanish users.