



Oscar Ríos

UX/UI Designer

Phone: +34 674836587

E-mail: oscaralan.rg@gmail.com

Portfolio: behance.net/OscarAlan

Linkedin: linkedin.com/in/OscarAlan

Education:

Master in UX/UI Design (ESDI, Barcelona), 2022 - 2023

UX/UI Design Bootcamp (BEDU, CDMX) 2021

B.A Animation and Digital Arts (Tecnológico de Monterrey, México) 2007 - 2012

Experience:

UX/UI Designer (Freelance) 2024

- Specialized in web and mobile app design
- I conduct research on competitors, market trends, and user needs to inform and guide my design decisions
- I create both low- and high-fidelity wireframes to visualize structure and ensure a solid design foundation
- From start to finish, I develop UI elements, responsive components, and comprehensive visual designs.
- I also craft prototypes, conduct user testing, and iterate based on results and feedback
- Additionally, work with typography, color, design tokens, and basic design systems to deliver cohesive and user-centered solutions.

Web Design and User Interface Design Intern (Cronuts Digital), May 2023 - October 2023

- Conducted discovery sessions to understand clients' goals, expectations, and preferences.
- Maintained a user-centric approach and ensured design consistency by implementing basic design systems, including color palettes, tokens, typography, buttons, and other responsive components in Figma
- Designed web page proposals for real clients, focusing on enhancing user experience
- Developed both low- and high-fidelity wireframes to visualize and refine concepts
- Supported design projects involving the creation of logos, presentations, and other graphic materials
- Additionally, crafted designs and implemented them using WordPress and Elementor.

Community Manager and Graphic Designer (Medical Specialty Clinic), January 2022 - January 2023

- Developed social media and marketing strategies focused on the health sector
- Planned and created engaging organic content for social media platforms, complemented by visual assets tailored to each channel
- Managed paid media campaigns on Facebook and Instagram using Meta Business Manager
- Identified and segmented target audiences for each campaign, successfully generating leads
- Produced videography, photography, design, and basic motion graphics, along with communication and marketing materials such as posters, printed banners, and assets for TV ads.

Social Media and Marketing Specialist (Universidad de Monterrey), May 2018 - October 2021

- Managed social media platforms, including Facebook, Instagram, Twitter, and YouTube
- Created and designed organic content on a daily basis while planning monthly content boards using Sprout Social
- Developed and optimized social media ad campaigns with Meta Business Manager
- Managed and produced visual content and wrote articles for the website using Drupal
- Designed graphic assets, captured photography and videography, and created basic motion graphics for reels
- Successfully managed multiple projects simultaneously, meeting deadlines through effective communication and organization.

Hard skills:

UX Research, UI Design, Design thinking, Agile, Landing page design, Web Design, Wireframing, User Centered Design, Design Systems, Prototyping, Wordpress, Elementor, Social Media, Design, Social Paid Media, Visual content creation, Meta business manager, Photography, Editing, Videography, Sprout social, Slack, Miro, Figjam, Holded.

Soft Skills:

Effective communication, Critical thinking, Creativity, Adaptability, Time management, Customer orientation, Problem-solving, Empathy, Cross-Functional Collaboration, Open to change, Teamwork, Consistency, Observation.

Software, tools and collaboration:

Figma, Photoshop, Illustrator, After Effects, Premiere, Slack, Miro, Trello, Notion, Holded, Meta Business Manager, Sprout Social.

Languages:

Spanish: Native

English: Advanced (C1)

Hobbies:

- I've been a freelance **photographer** since 2012 (Events, social media, product, food, portrait etc.) Recent work in [Behance](#) and [Instagram](#)
- I studied **japanese** for three years and sometimes I write kanji just for fun
- Currently learning **Crochet**