

RAFAEL TIRADO

UX & SENIOR PRODUCT DESIGNER

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MY POINT OF VIEW

Taking care of the details is crucial for a good user experience. Prototypes and user tests help me discover better possibilities for creating intuitive interfaces.

EDUCATION

EUDE BUSINESS SCHOOL

2020-2022

Master Degree, Digital Marketing and Commercial Management.

Universidad APEC

2001-2005

Bachelors Degree, Advertising.

Altos de Chavón

Oct 2003

Poster Design.

HARD SKILLS

UX RESEARCH

Affinity Mapping, Competitive Analysis, Content Audit, Contextual Inquiry, Interviews, Qualitative & Quantitative Data, Surveys, Prototypes, Sitemaps, User Flows, Information Architecture, Website Audit.

DESIGN

Interaction Design, Mockups, Web Design, Wireframes, Digital Illustration and Branding.

PROGRAMMING

HTML5, CSS3, JAVASCRIPT (SASS, LESS and JQuery).

Frameworks: Bootstrap, UIKIT, Foundation & Tailwindcss.

Version Control: Git & Mercurial.

I am focused on crafting exceptional experiences that delight users and achieve business goals

WORK EXPERIENCE (SOME PROJECTS)

Dominican Republic

2019 - 2023

GRUPO UNIVERSAL

UX & UI Designer (Consultant)

Conducted extensive user research and testing to design user-centered solutions for both B2B and B2C platforms.

Universal is one of the leading insurance companies in the Dominican Republic.

- Facilitated **design discussions with executive stakeholders** to present and discuss **UX research findings**, as well as design mockups and concepts, while ensuring alignment with business objectives and user needs.
- Conducted interviews, contextual inquiries, and field studies with end users to **gather insights** and **inform design decisions**.
- Based on the UX research results, I redesigned forms and modules to enhance the user experience, **simplifying complex workflows** and improving usability for end users.
- Designed a new navigation scheme based on each user profile (seven in total), resulting in **2x faster access** to the most common sections.
- Worked closely with developers to ensure that designs were implemented accurately and effectively, providing **guidance and support throughout the development process**.

Argentina

2022 - 2023

ACCELONE

UX & Product Designer (Consultant)

I had the opportunity to work as a UX/UI Designer with an OTC trading and lending platform. Some of my contributions were:

- Designed a personal **payment link feature** that enabled users to securely and swiftly **receive digital asset payments** from individuals outside the platform by sharing a unique link.
- Collaborated with the product owner to **redesign a loan management system** that helped users manage their entire loan and borrowing portfolio in a single screen.
- Redesigned a **risk management tool** that allowed users to mitigate their loan risks while trading digital assets.

Worked closely with the engineering team to **redesign the settlement engine** that facilitates real-time settlement of trades, loans, and transfers between counterparties.

TOOLS

Adobe Suite: Photoshop, Illustrator, XD & After Effects.
Sketch.
Figma.
Miro.
Google Analytics.
Maze.
Hotjar.

SOFT SKILLS

Fast learner.
Problem Solving.
Ability to work under pressure.
Decision making.
Adaptability.
Empathy.
Teamwork.
Creativity.
Results Focused.

OTHER COURSES

LINKEDIN LEARNING

Dec 2022
Motion Design in After Effects.

LINKEDIN LEARNING

Jul 2022
UX Foundations: Generational Design.

UDEMY

Apr 2018
The Ultimate Guide to Usability & UX.

PLURALSIGHT

Apr 2018
UX Fundamentals.

PLURALSIGHT

Apr 2018
Hacking the User Experience / UX for Developers.

RMOTR

Apr 2017
Introduction to Python Programming.

UDEMY

Apr 2014
JavaScript: Understanding the Weird Parts.

UDEMY

Apr 2014
Javascript for Beginners.

Dominican Republic

2018 - 2023

EVOPOINT SOLUTIONS

UX & UI Leader Designer

- Designed end-to-end products and websites for nationally recognized brands.
- Mentored and guided junior designers on design strategy and craft, elevating the overall quality of our team's work.
- Organized design reviews to facilitate regular sharing of work and tips within the design team.
- Collaborated with company research to identify new market opportunities, build and test hypotheses, and create innovative products.
- Presented concept designs, mockups, and high-fidelity prototypes to clients, leading design discussions to ensure alignment with both business and user goals.

AFP Popular : Sharepoint intranet redesign.

I was responsible for redesigning the internal Sharepoint business site for employees. To ensure the success of the project, I followed a two-stage approach that included a thorough analysis of user behavior and needs, as well as the development of a comprehensive design strategy.

- **During the first stage**, I created low-fidelity prototypes to test the site's modules with real users, based on the product owner's requirements.
- **In the second stage**, I refined the design based on user feedback and created a high-fidelity responsive prototype using Bootstrap 4. The final design was implemented by our development team in Sharepoint.

FIDUCIARIA RESERVAS: website redesign.

Dominican company that administers and manages different kinds of investments. They offer business opportunities with low investment risk.

- Coordinated the strategy with the stakeholders to understand users' needs. We used the Design Thinking process.
- To ensure I was meeting client expectations, I provided daily progress updates on each stage of the project, from low-fidelity prototypes to user testing and high-fidelity designs.
- Recognizing that many people are unfamiliar with the trusts business in the DR, I recommended and designed an educational section to inform and guide new users interested in learning about the benefits of this type of company.

<https://www.fiduciariareservas.com/>

LANGUAGES

Spanish.
English.

Banco Popular Dominicano: dating platform redesign.

The first private bank with Dominican capital, committed to supporting sustainable, educational, and artistic initiatives.

- **First:** I began with a cognitive analysis involving four users to identify opportunities for enhancing the user experience.
- **Then,** Based on the findings, I created clickable prototypes to showcase the improvements to the IT department and Product Owner.
- **Finally,** To ensure consistency, I also developed a comprehensive design guide outlining the new settings and serving as a reference for future design updates.

<https://popularenlinea.com/turnosycitas>

Norway
2014-2015

INITIAL FORCE AS

DRUPAL developer / Remote Contract

Swingcatalyst's Drupal Themes.

I collaborated with the design team to bring their vision to life by converting their designs into a custom Drupal theme using HTML and CSS.

<https://www.swingcatalyst.com/>