Emmanuel Albó

UX/UI Designer

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WORK EXPERIENCE

UX/UI Designer, LTI Mindtree (Citibank)
Remote, Jan 2024 - Present

- Collaborate in an agile team of 10 designers, BI analysts, developers, and architects.
- Create wireframes for internal use SAAS platform to facilitate data visualization.
- T ake Initiative prototyping models to be used for user testing.
- Redesign and develop a design system and component library to be used in the new platform.
- Conduct demos for stakeholders showing their new product capabilities and features.

UX/UI Designer, Contract (Next) Remote, Jul 2023 - Jan 2024

- Lead an agile team of 5 designers in the design of a new section for a B2C mobile app, encompassing a data-rich dashboard and social media analytics.
- Conduct a review of existing documents to ensure design consistency with the established brand guidelines with the received materials from the first development phase, including the style guide, component library, and some high-fidelity screens, to maintain a cohesive user experience.
- Create new wireframes, mid-fidelity prototypes, and UI iterations within Figma, aligning them with provided user flows to add a business view of the platform, including a data analytics dashboard and the capability for finding and contacting influencers to make NIL deals.
- Maintain a cohesive and harmonious aesthetic across the design, adhering to the prescribed style guide to maintain consistency and design standards.
- Engage with the client to facilitate ongoing communication and gather feedback, addressing their evolving needs.
- Facilitate an effective developer handoff in our UX project by meticulously incorporating all necessary measurements and annotations into the Figma file.

UX/UI Designer, Contract (Copygen.ai)
Remote, Jan 2023 - Jul 2023

- Initiate the design of a dynamic B2C marketing website catering to Spanish-speaking audiences, targeting marketers, SMBs, and entrepreneurs, to promote an AI-driven copywriting tool.
- Play a pivotal role in an Agile cross-functional team, contributing to iterative design processes that result in a captivating and cutting-edge website, effectively bridging the gap between the business and its intended audience.
- Conduct an in-depth competitive analysis, meticulously researching industry trends to inform strategic decisions and deliver optimal outcomes to both clients and stakeholders.

● Implement a comprehensive Heuristic evaluation, ensuring alignment with WCAG standards, thereby enhancing website accessibility for end-users, while preserving a contemporary aesthetic.
● Implement usability testing to ensure the user-friendliness of the project, a critical step in identifying and addressing potential design flaws and enhancing overall user satisfaction.
● Leverage prior experience in digital and web design to meticulously craft and optimize all visual elements on the website, consistently delivering top-tier quality.

Photo and Video Content Specialist, Spring Footwear Inc
Pompano Beach, FL, Nov 2021 - Jun 2023
● Leverage user-centric visual storytelling principles to conceptualize and execute compelling product photography, enriching the user experience through aesthetically pleasing and informative visuals.
● Apply user-centered design thinking in catalog creation, ensuring intuitive navigation and product discovery, resulting in an enhanced user journey and increased engagement.
● Orchestrate and direct live video presentations, to engage and captivate audiences, creating a seamless and immersive user interaction with the brand's products and messaging.

E-Commerce Photographer, Outstanding Eyewear
Deerfield Beach, FL, Feb 2021 - Nov 2021
● Employ user-centered visual content strategies to enhance the e-commerce platform's user experience, capturing high-quality product images that facilitated seamless product exploration and informed purchasing decisions.
● Utilize multimedia storytelling techniques to produce engaging video content, fostering a deeper emotional connection between users and products, resulting in increased user engagement and conversion rates.
● Implement user-focused photography and videography practices to optimize website loading times and overall performance, ensuring a frictionless and efficient user experience while browsing the e-commerce platform.

Art Director, The Mighty Chihuahua
Fort Lauderdale, FL, Feb 2017 - Jun 2022
● Lead user-centric branding initiatives for small businesses, applying design thinking principles to craft visually compelling and cohesive brand identities that resonated with target audiences, enhancing overall brand perception and user engagement.
● Manage web design projects, prioritizing intuitive navigation, responsive layouts, and accessibility features to ensure an optimized user experience, resulting in increased user satisfaction and longer engagement times.
● Integrate strategies into advertising and digital marketing campaigns, conducting user research and A/B testing to refine messaging and design elements, ultimately boosting click-through rates and conversion metrics, and thereby augmenting the effectiveness of online marketing efforts.

Digital Graphic Designer, Axeso 5
Buenos Aires, Argentina, Aug 2012 - Dec 2016
● Create social media advertisements, employing persuasive design techniques to create visually appealing and engaging ad content that effectively captured users' attention and encouraged meaningful interactions, resulting in improved click-through rates and user engagement.
● Design video advertisements with a focus on seamless user interactions, ensuring that each element, from visual transitions to call-to-action buttons, contributed to a frictionless user experience, thereby enhancing the overall effectiveness of video ad campaigns.
● Leverage a strong blend of creative acumen and technical skills to consistently deliver innovative and effective digital advertising campaigns, resulting in increased user engagement and improved conversion rates.

Digital Graphic Designer, Gameloft
Buenos Aires, Jun 2007 - Aug 2012
● Develop mobile site ad banners, meticulously crafting designs that seamlessly integrate with the mobile interface, ensuring unobtrusive yet attention-grabbing visuals that enhance the overall user experience and click-through rates.
● Demonstrate leadership by directing and guiding a design team, facilitating cross-functional collaboration, and fostering a culture of design, resulting in improved design consistency and alignment with user preferences.
● Facilitate design workshops and training sessions to share best practices, improve team skills, and maintain a culture of design excellence, fostering a creative and collaborative work environment.

EDUCATION
UX/UI Foundations - Avocademy
Associate's degree in Commercial Photography, Partial - EFC Andy Goldstein
Associate's Degree in Multimedia Design with a minor in Web Design, Partial - Nueva Escuela de Arte y Diseño
SKILLS
Design: Wireframing, digital design, branding, color theory, typography, design thinking, interaction design
Research: User research, focus groups, survey design and analysis, qualitative and quantitative research methods
competitive analysis, heuristic evaluations, A/B testing, user testing, persona development, planning and execution
Tools: Figma, Sketch, Miro, InVision, Google Suite, Adobe Creative Suite, CaptureOne, Microsoft Office Suite
Soft Skills: Creativity, communication, attention to detail, adaptability, leadership, mentoring and training, client relations