

Ángel Eduardo Ochoa

Product UX/UI Designer

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I am highly skilled and passionate Product Designer with an academic background in business development, specializing in visual, interaction, systems design and accessibility. With over 6 years of experience conceptualizing and crafting digital products, helping businesses expand their capacity for impact

WORK EXPERIENCE

UI Designer Sr

[COPPEL](#) | JUL 2022 - Present

- Led the redesign of Coppel.com's new frontend in collaboration with the Publicis Sapient team, contributing to fundamental decisions, influencing the choice of the Next.js framework and driving user experience improvements.
- Played a key role in implementing the Design System for Coppel Mexico and Argentina, as an essential member of the core design team.
- Ensured top accessibility experience for Coppel's new frontend, improving Lighthouse scores.

Product Designer

[ADHOCTI AGENCY](#) | OCT 2020 - JUL 2022

- Responsible for design and prototyping, collaborating with a multidisciplinary team of developers, copywriters, and designers to create elegant solutions that achieve business goals and enhance user experience.
- Engaged in persuasive communication with senior executives of clients such as Maxilana, Citicinas, Viva Aerobus, and Sweet Leaf.
- Contributed to design and financial proposals to sell projects and improve agency revenue.

UI Designer

[LEVEL AGENCY](#) | FEB 2020 - OCT 2020

- Collaborated with developers, marketers, and stakeholders, applying strategic thinking and business goals to define visual and interaction design strategies.
- Designed Calzapato products, including an e-commerce website, Android and iOS apps, and the CrediVale Prospect App.
- Implemented a new design system to ensure consistency across products and delivered assets to developers for implementation.

Product Designer - Co Founder

[CASA AUREA](#) | SEP 2017 - Present

Company specializing in kitchen cabinets that renders real projects in virtual reality, from design to manufacturing and installation of projects, ensuring many satisfied customers.

- Developed the vision to create an attractive value proposition.
- Designed and developed the website from start to finish.
- Positioned the keyword locally, achieving sales with very high tickets.

Marketing Manager

[BODEGOM SELFSTORAGE](#) | DEC 2013 - SEP 2017

- Implemented a strategy to increase company profits by acquiring clients through Google Search Engines.
- Designed and developed a website with best SEO practices to improve search engine visibility.
- Created engaging content for social media platforms.
- Managed Google Ads and Facebook Ads campaigns, including remarketing efforts.

SKILLS

Design: Computer Design • UI Design • Accessibility • Design Thinking • User Flows • Wireframes • Mock Ups • Design systems • Figma Expert

Other: UX Research • Next JS • CSS • Tailwind CSS • Accessibility • User feedback experience • Lean UX • HTML • Design Sprint • Video Edit • Git • Information Architecture • DJ

Competency: Self-learner • Self-starter • Teamplayer • Flexible • Ethics • Leadership • Ability to make decisions • Focus on results

EDUCATION

Business Creation and Development

[Monterrey Institute of Technology](#) | JUN 2008 - DEC 2013

- Equipped with skills to create and develop innovative business models leveraging technology.
- Capable of establishing competitive enterprises with a local and global presence.
- Proficient in addressing strategic market niches, serving as catalysts for employment opportunities.
- Committed to operating businesses ethically, fostering respect for individuals and the environment.

LANGUAGE

English

[EF Education First Boston](#) | JUN 2007 - DEC 2007

English as a second language, improved communication and self confidence.