

Ángel Eduardo Ochoa

Product Designer

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🌐 angel8a.com

WORK EXPERIENCE

UI Designer Sr / Coppel

JUL 2022 - PRESENT

Responsible for design and prototype. Contribute with the team of design system. Create MVP to validate with the user. Propose new functionalities to stakeholders.

Product Designer / ADHOCTI

OCT 2020 - JUL 2022

Responsible for design and prototype. I work with a multidisciplinary team of developers, copywriters and designers to create elegant solutions to achieve businesses goals and delight companies users such as **Maxilana, Citicinemas, Viva Aerobus and Sweet Leaf.**

UI Designer / LEVEL

FEB 2020 - OCT 2020

I worked with developers, marketers and stakeholder applying strategic thinking and business goals to define visual and interaction design. I made designs for different internal **Calzzapato** products like e-commerce website, Android and iOS app and CrediVale Prospect App. I Implemented a new design system and delivered assets to developers.

Product Designer - Founder / Casa Áurea

SEP 2017 - PRESENT

I designed and developed the company's business model, value proposition, logo design, graphic image, buyer persona research, UX research, web site interface prototyping, keyword research for SEO and SEM. Web page development in HTML and CSS.

Marketing Manager / Bodegom

DEC 2013 - SEP 2017

SKILLS

Design: Figma • UI Design • User • Illustrator • User Flows • Wireframes, Mock Ups • Design systems • Design assets and specs with Zeplin

Other: UX Research • Next JS • CSS • Tailwind CSS • Digital Marketing • Entrepreneurship • 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

LCDE / Monterrey Institute of Technology

JUN 2008 - DEC 2013

Bachelor's degree in Business Creation and Development. Focusing on how to make a startup succeeded, cover all the areas of the business as marketing, administration, financial and internal processes. I took additional courses: design fundamentals, photography, consumer behavior.

English / EF Boston

JUN 2007 - DEC 2007

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