

Ragú Olea Bañuelos

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Skills

- Processes planning
- Teamwork
- Management of personnel
- UX Research
- Self-taught update of new trends and technologies
- Business public relations

Professional Experience

Senior UX Designer

Red Wolf (June 2019 - Actually)

- By Design Thinking Methodology, I prepare target profiles for analysis and study.
- Design user interfaces (UI) for different projects, like mobile apps, e-commerce websites and educational platforms.
- Made test of usability for a continuous improvement in the developed projects.

Senior UX Designer

Cultura Colectiva (September 2018 – May 2019)

- Analyzed the behavior of users about the company's products, by means of Google Marketing Platform and measurement software.
- Worked under the scheme of continuous improvement in the products, in order to give them a best performance.
- Made web and functional design for MKT campaign of external customers of the company with the aim of offering the best experience within their sites or our products.
Made planning and implementation of complementary projects to the products and services of the
- company.
- Provided advice for email marketing and social marketing.

Products and Services Innovation Manager

Edilar Group (January 2017 – February 2018)

- Detected areas of opportunity in processes, products and services, in the different companies of the group, which I evaluated for improvement.
- Update and develop marketing and training materials, printed and digital, for more concrete and efficient use.
- Coordinated the development of digital systems and platforms to facilitate the internal work processes of the group.
- Coordinated print and digital marketing campaigns, for various products and services at public and private level.

Project Manager

Grammata México (August 2012 – October 2016)

- Manage projects throughout the life cycle from their analysis, development, technical support and training of SW and HW products of the company.
- Facilitate communication between the client and the development team using my knowledge in areas such as telecommunications, digital content, application development and HW.
- Coordinate digital content and HW on social networks (Facebook / Twitter / Google+) and internet sales of .
- My knowledge of the education market has been enriched by working relationships, from public and private schools to large companies such as Samsung, Lenovo, Intel, Huawei, Microsoft, Telmex and IBM, as well as the world's most recognized publishers and Mexican government institutions such as the SEP, SCT and state governments.

UI/UX Consultant

CODA Group (February - April 2012)

- Redesigned the functionality and graphics of administrative systems, for better usability for the client in companies like Elektra Group, Waldos and Comex.
- Worked on giving functional backward compatibility in browsers of very old versions with HTML5, CSS3 and JS, in order to delete files in ActionScript.
- Worked with the Eclipse software and the Adobe CS5 Suit.
- Helped to evaluate the design of interfaces in the development of systems and applications as a means of contact between the company and the public.

Analyst and Web Designer

Public Security Secretary (Plataforma México) (November 2010 - February 2012)

- Performed analysis, planning and layout of systems and web pages, under the MAACTIC development system, based on specific requirements of the different Undersecretaries and Administrative Offices.
- Designed functional models in HTML, CSS and JS, so that a sample can be concluded as close as possible to the actual operation, both on the web and client-server systems.
- Brought a clearer view of the strength of graphic design in the functionality of multimedia systems.
- Consolidated a design team, from which, the company considers the design area as essential in the process of analysis and design of systems, taking it as a key stage within it.

Before UX Design

Freelance Designer (January - November 2010)

- Worked as a freelance designer for several large and small companies, developing micro sites, in ActionScript, HTML, CSS and JS.
- Created corporate brand images, printed and digital advertising articles for these same companies, giving guidance and solutions to their graphic problems

Senior Designer / Project Leader

En Pantalla Producciones Intl. (On Screen) (March - December 2009)

- Responsible for the image of 4 of the 5 strong brands of the company, National Geographic, BBC, Televisa and TV Azteca.
- Developed effective processes of design and pre-press to speed up the press production.
- Innovated marketing materials, editorial and multimedia of these brands, to improve exposure in the market.
- Successfully reconciled On Screen and digital advertising efforts to strengthen the marketing message, optimize production times and generate tools to close sales.

Editorial Graphics Designer

Thomson PLM (Actually PLM Latina) (July 2007 - July 2008)

- Designed special publishing materials, such as catalogs, guides and editorial products in general, of specific medicines, as well as covers and dictionaries.
- Started with the digitization of documents to HTML format, for distribution in USB Micros and applications in ActionScript.
- Materialized my knowledge of editorial design and helped the company enter the digital market, an area that was considered as a key element of its growth strategy.

Senior Designer

Sack Studio (March 2006 - July 2007)

- Designed marketing materials and collateral for print and multimedia channels.
- Worked in the creation and maintenance of websites for clients and Sack Studio, in HTML and ActionScript.
- Formed an excellent team to optimize the quality of the products, as well as to improve the processes of pre-press and multimedia development

Art Director

Discos Ciudad (January 2000 - January 2006)

- Defined the brand image of the musical groups that belonged to the company.
- Designed and produced more than 600 discs and dvd covers, in addition to marketing products.
- Was responsible for designing and maintaining the company's website.
- Defined the brand image of the label itself as well as the sub-labels.
- Developed the right pre-press and production processes to accelerate and streamline delivery times, helping to make Discos Ciudad the leading regional and US market.

Education

Degree in Graphics Communication Design / UAM-Azc / 1997 - 2001

Language: 80% english, Native Spanish

Diploma in Web Design / EduMac.

Diploma in Business Development / Multidisciplina Aplicada.

Diploma in HTML5, CSS3, jQuery and Javascript / Webmasters y Cristalab

Diploma in Marketing and Digital Strategy / Platzi

Diploma in Project Management (Preparation for the certification of PMI) / Intersoftware / 2015

Master in Art Direction and Design / Escuela Superior de Diseño de Barcelona / 2018 - 2019

Software

Design and Multimedia

Sketch

Suit Adobe (Adobe XD, Photoshop, Illustrator and Indesign)

Google Web Designer

iMovie

Final Cut

Logic Pro

Garageband

After Effects

Productivity

Suite Google (Drive, Docs, Sheet, Slides, Pages, Calendar, Gmail, etc.)

Suite Office (Word, Exel y Powerpoint)

Suite IOS (Keynote, Numbers y Pages)

Analysis and Planning

Google Marketing Platform (Analytics, Optimize, Data Studio, Tag Manager, etc.)

Crazy Egg

Optimal Workshop

Project

Trello

Jira (Agile)

Firebase

Marketing

Mailchimp