

Ragú Olea Bañuelos

28-2 Bosques de Guatemala Plz, Bosques de Aragón, 57170, México

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

E-mail: raguolea@yahoo.com.mx

Cel: (044) 5554752769

Skills

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

Professional Experience

Senior UX Designer

Federal Court of Administrative Justice (Government)

(Oct 2019 - Actually)

- Coordinate the design team in UX and UI activities.
- Prepare and apply usability tests on the developing system, to detect areas of opportunity and improvement of it.
- Work on the continuous improvement scheme on the interface, based on the development of a Design System.
- From the detection of the area of opportunity I propose improvements in implementation and usability in the system.

Senior UX Designer

Cultura Colectiva (Sep 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 (Jan 2017 – Feb 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 (Aug 2012 – Oct 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 (Feb - 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 (Government) (Nov 2010 - Feb 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.

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

Extra courses

Human Centered Design

UX Research

Arquitectur information

SEO

Google Marketing Platform

Sketch, Adobe XD y Axure 8

Other skills

Planning y UX desing

Programing in en HTML5, CSS3, Javascript y Boostrap.

Knowledge of databases and networks.

BTL Marketing in Social Networks.

Knowledge of Scrum and Design Thinking.

Software

Design and Multimedia

InVision

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