

Erick Valencia Aguayo

UX Designer

Jacksonville, FL

UX designer that employs user-centered design, to create meaningful experiences for the user

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Skills

User Research Usability Testing User Personas
Wireframing Prototyping HTML5 CSS

Tools

Sketch Balsamiq InVision

Work Experience

CareerFoundry Jacksonville, FL
UX Design Tutor 12/2019 - Present

- Identifies individual student needs and strategizes on how to close specific skill gaps by suggesting supplementary learning materials for areas where students may be struggling
- Evaluates student work and giving actionable suggestions to improve the quality of student submissions and portfolio projects.
- Works closely with mentors to provide guidance and advice to students on creating an industry-ready portfolio of project work in line with current standards and best practices

Mayo Clinic Rochester, FL
Contractor 12/2017 - 03/2018
Xylo Technologies

- Designed features for implementation on mobile website**
- Generated multiple responsive design concepts for four specific feature implementations for web app
 - Created quick sketches and wireframes using whiteboard, post-its, pencil/pen and paper
 - Frequently met and discussed with developer regarding design options to ensure fluidity of implementation
 - Developed high-fidelity prototypes for each feature using Adobe Fireworks using WCAG guidelines

embrk Jacksonville, FL
Co-Founder/UX Designer 10/2018 - Present
Startup

- Web application for medical device innovation**
- Revisited user research to conduct multiple rounds of phone, Skype, and in-person interviews to gain more accurate user representation with team
 - Advocated for changes in direction that more accurately reflect target users and their needs based off of feedback
 - Designed website screens using pencil, paper, and Sketch, and developed website's homepage using HTML/CSS in Atom

Kumon Math and Reading Center Jacksonville, FL
Assistant 05/2019 - Present

- Conduct parent interviews to oversee new student enrollment and facilitates program acquaintance
- Takes notes and observes new students during placement testing to clearly identify any issues
- Frequently meets with parents to provide and gather feedback on student progress and work methods

Chief Reading Assistant Rochester, MN
03/2017 - 05/2019

- Helped students understand questions and content by communicating reading material to student one-on-one
- Provided children with a means to dissect and analyze complex problems to help motivate self-learning
- Quickly assessed work for quality and addressed issues with student using constructive feedback as needed

Chief Assistant Bloomington, MN
10/2016 - 03/2017

- Conducted staff training workshops to direct new employees on proper quality analysis of documents
- Assisted instructor by coordinating staffing schedules, training, answering questions, and resolving issues
- Provided support by helping to resolve issues that may arise during class between staff or students

UX Projects

embrk Rochester, MN
UX Designer 10/2018
Startup Weekend

- Collaborative platform for researchers and clinicians**
- Voted favorite concept amongst peers during the startup pitch event
 - Collaborated with team for in-person user interviews to understand initial user base and provided design direction
 - Designed logo, and developed typography and color scheme for the application using Sketch
 - Developed multiple high-fidelity screens in Sketch and presented user flows using Keynote

UX Projects Cont.

Mentor Hub
UX Designer
Startup Weekend

Rochester, MN
11/2017

- Collaborative platform for researchers and clinicians**
- Voted favorite concept amongst peers during startup pitch event
 - Conducted user research through in-person interviews to understand user experiences
 - Developed persona to showcase user scenario to remind team and stakeholders of the users' struggles and needs
 - Created low and mid fidelity wireframes based on user research using Balsamiq

Good Company
Continued project

Apple Valley, MN
05/2015 - 01/2016

- Web app for senior citizens in a living facility**
- Designed tapable prototype and met with seniors to conduct moderated usability testing and gather feedback
 - Collaboratively analyzed usability testing data and feedback to identify usability issues
 - Created additional use cases after data analysis and appropriately modified design to resolve usability issues
 - Received high praise for bolstering support for seniors

Education

CareerFoundry

Certificate in UX Design 2019

Assist Me
UX Immersion

Rochester, MN
08/2017 - 12/2018

- Web app to help connect people to experts**
- Conducted user research through in-person interviews to better understand problem
 - Conducted unmoderated card sorting through Optimal Workshop to help refine sitemap
 - Performed usability testing and generated a rainbow spreadsheet to show usability problems

Perfect Properties
UI for UX Designers

Rochester, MN
08/2018 - 10/2018

- Responsive real estate web app to help investors find property**
- Developed mid-fidelity prototypes in Sketch for responsive screen designs using grids
 - Developed a moodboard and style guide, using typography and color theory for consistent screen designs
 - Created clickable prototype in InVision to perform usability testing

Portfolio
Frontend Development for UX Designers

Rochester, MN
10/2018 - 12/2018

- Personal portfolio website**
- Created git repository using GitHub to track all website development activity
 - Created responsive screen designs for layout of website in Sketch
 - Performed in-person usability testing on site using a defined scenario and fixed resultant usability issues

Quick Cards
UX Fundamentals

Rochester, MN
06/2017 - 07/2017

- An iOS app to help people study more effectively with flashcards**
- Performed competitor analysis to understand strengths and weaknesses of similar applications
 - Interviewed potential users to gain an understanding of their needs and experiences
 - Created and refined multiple wireframes to generate a prototype to test the application on users
 - Generated user flows to show best path for user tasks

University of Minnesota

B.S Computer Science 2015

Good Company
Design Methods for Computer Scientists

- Web app for senior citizens in a living facility**
- Performed ethnographic research to understand senior living environment
 - Met with seniors to conduct video recorded userinterviews and gather feedback
 - Coded thoughts and emotions from recorded interview sessions to emphasize and showcase user experiences
 - Storyboarded prototype concept to team and presented use cases to colleagues and stakeholders using Keynote

Student Registration Tool
UI Design, Implementation, and Evaluation

- Mobile app to assist students with smoother class registration**
- Met with users several times throughout design iterations performing usability testing and scribing observations
 - Collaborated with team to conduct heuristic evaluation to determine usability problems from usability testing
 - Communicated user feedback to developers to resolve UI usability issues validated design against users
 - Met with superiors at each milestone to update them with progress being made