

Luis Maldonado

[LinkedIn](#) | [849-402-2804](tel:849-402-2804) | luis Maldonadoz.us@gmail.com | [GitHub](#) | [Portfolio](#)

Skills

- UI/UX | UX Research | Mental Models | Product Designer | User Journey | Cognitive Load | Design Tokens | Design systems .
- Adobe XD | Figma | Sketch | Illustrator | After Effects | Photoshop | HTML | CSS | Java | JavaScript | PHP | Vue | Maya .
- E-commerce | SASS | WordPress | Frontend | English, Spanish, French.

Experience

UI/UX Technical Leader - Bairesdev San Francisco, CA, USA 01/2023 - Current

- I am currently engaged as the sole designer, focusing on enhancing the UI and UX of the Cefaly app, which currently holds a rating of 1 out of 5 stars. Cefaly is an innovative mobile application designed to synchronize with a device for migraine treatment. This role necessitates conducting numerous sessions with users and stakeholders to collect vital information, employing atomic research methods for data gathering, and using Figma for prototyping and developing a comprehensive design system. Notably, recent improvements to the app have significantly reduced the onboarding process from 10-15 minutes to merely 30 seconds to 1 minute, marking a substantial enhancement in the user experience.
- Directed the development of the Johnson & Johnson design system, orchestrating the efforts of three designers over a three-month period, utilizing Figma and Adobe XD. Actively participated in the research process, collaborating closely with stakeholders, existing designers, and developers at Johnson & Johnson. Contributed significantly to achieving consistency and enhancing the aesthetics in the company's 2024 redesign initiative.

UI/UX LEAD GC New Horizons Santo Domingo, DR 03/2021 - 01/2023

- Implemented enterprise applications of the company using **WordPress** and **WooCommerce**
- Led the design and the Early stage of development of the POS of one of the businesses of the company using **Adobe XD**, **Illustrator**, **Html5** and **CSS3**.
- Optimized the performance of existing websites based on **WordPress**.
- Completely automated the survey and Attendance UI system for daily users at their local businesses using **Sketch** and **figma**.

VISUAL DESIGN DIRECTOR - GLASS San Francisco, CA, USA 04/2021 - 08/2022

- Led the design of multiple enterprise-level microservice applications of Commerce Experience Group, driving \$3 USD Millions of revenue during Covid using the latest technologies of Design, **Sketch**, **Figma**, **After Effects**, **Illustrator**, **Photoshop**.
- Led the design of "Pre-bases" a web API that allows businesses to apply to online biddings from the Mexico Government using **Adobe XD** and **After Effects**.
- Led the design of several Local Marketplaces, from identifying system requirements and user research using platforms such as **Maze's survey tool**.
- Co-implemented and led the design of the Company corporate landing page using **Adobe XD**, **After effects**.
- Led a design sprint with the staff to improve the products onboarding in their signature product using tools such as **Mural**, **Figma**.

UI/UX - Frontend SOLVEX Santo Domingo, DR 06/2019 - 3/2021

- Led the design of the Ai API "**MediaShelterSX 1.0** and **2.0**" for **Microsoft** and **LA Clippers** to manage files and media using **Adobe XD**, **HTML**, **CSS** and **Vue**.
- Led the design of the Intranet for the BID in the Dominican Republic using **Adobe XD**, **Maya**, and **Sketchfab** for the VR experience.
- Led the design of **ALPHA Inversions App** for Crypto sales Alerts and Notifications using **Adobe XD** and **Figma**.
- Led the design and UI / UX experience of multiple Websites for the Government of the Dominican Republic using **Sketch**, **HTML**, **CSS**, **WordPress** and **Umbraco**.

Wordpress Developer – UI/UX Webgentz Santo Domingo, DR 01/2017 - 06/2019

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- Led the design and the Development of “Periodico El Pregonero” using adobe XD and WordPress
- Led the design and the UI / UX development for small local businesses using adobe XD, Sketch and Figma.

Education

California ,US 2022

- **Instituto Tecnológico de las Américas** : Multimedia

Technologist

Boca Chica, DR 08/2015 - 08/2017

- Google Fundamentals UX Certificate

Latest Projects

- **DISCOVER.GLASS**: Designer and UI UX, design and implementation of all the assets used (Adobe XD, After Effects, Animations). Link to [Live Access \(07/2022\)](#)
- **COMMERCE.GLASS**: Designed in Adobe XD and coded with HTML5 and CSS3 Link to [Live Access \(09/2022\)](#)