Luis Maldonado

LinkedIn | 849-402-2804 | luismaldonadodz.us@gmail.com | GitHub | Portfolio

Product Designer - Bairesdev *San Francisco, CA, USA* 01/2023 - Current

Cefaly is an innovative mobile application designed to synchronize with a device for migraine treatment. As the sole designer, my role involves enhancing the app's UI and UX to improve its current 1-star rating.

• Conducted the complete app redesign.
• Conducted numerous user and stakeholder sessions employing atomic research methods for data gathering.
• Developed prototypes and a comprehensive design system using Figma.
• Reduced the app's onboarding process time from 10-15 minutes to 30 seconds to 1 minute.

Stack: Figma, React Native, After effects, Maya, Illustrator.

Product Designer - GC New Horizons *Santo Domingo, DR* 03/2021 - 01/2023

GC New Horizons is a multifaceted educational institution that offers a diverse ecosystem of services designed to cater to students and athletes. Within its expansive campus, the institution features a school, restaurant, bookstore, hotel, horse betting facility, healthcare services, and sports facilities, seamlessly integrating these varied amenities to provide a comprehensive and enriching experience for all its users.

• Implemented enterprise applications using WordPress and WooCommerce.
• Led the design and early stage development of the company's POS system using Adobe XD, Illustrator, HTML5, and CSS3.
• Automated the survey and attendance UI system using Sketch and Figma.

Stack: WordPress, WooCommerce, Adobe XD, Illustrator, HTML5, CSS3, Sketch, Figma.

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

Glass is a Silicon Valley e-commerce startup revolutionizing government procurement with its product, Glass Commerce. This platform streamlines the purchasing process for small government transactions, which represent a significant market worth $800 billion in the U.S. and $3.7 trillion globally. Glass has efficiently managed the procurement of over 5.5 million items across 22 government agencies, including the State of Illinois and the City of Seattle.

• Directed the design of enterprise-level applications that generated $3M in revenue during the pandemic, focusing on responsive, user-friendly interfaces for heightened user interaction.
• Created and maintained responsive UI components and design systems, facilitating a cohesive and seamless user experience across various digital platforms.

Stack: Sketch, Figma, After Effects, Illustrator, Photoshop, Adobe XD, Mural.

Product Designer - Frontend <u>SOLVEX</u> *Santo Domingo, DR* 06/2019 - 3/2021

Solvex is a software development company specializing in web and app services, primarily based on Microsoft Azure. With a diverse clientele that includes major organizations like Microsoft, the LA Clippers, IDB Bank, and the Government of the Dominican Republic, Solvex serves as a crucial partner across several key sectors—government, finance, education, and technology. These sectors form the foundation of its operations, underscoring Solvex's role in delivering cutting-edge solutions to substantial and influential entities.

- Designed the UI for the Ai Based API "MediaShelterSX 1.0 and 2.0" for Microsoft and the LA Clippers.
- Designed the BID's intranet in the Dominican Republic incorporating VR experiences.
- Lead the design of the ALPHA Inversions App for crypto sales alerts and notifications.

Stack: Adobe XD, HTML, CSS, Vue, Maya, Sketchfab, Sketch, WordPress, Umbraco.

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

Webgentz is a PHP-based company that specializes in creating custom WordPress templates from scratch. Their comprehensive service includes both the design and implementation phases, utilizing advanced tools like Adobe XD and Figma for design, and Advanced Custom Fields (ACF) for detailed customization.

- Led the design and development of "Periodico El Pregonero" using Adobe XD and WordPress.
- Managed the UI/UX design of multiple POS for small local businesses.

Stack: Adobe XD, Sketch, Figma, WordPress.

Education _____

California ,US 2022

- <u>Instituto Tecnológico de las Américas</u> **:** 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 <u>Live</u> Access **(07/2022)**
- **COMMERCE.GLASS:** Designed in Adobe XD and coded with HTML5 and CSS3 Link to <u>Live</u> Access **(09/2022)**