

# Mauro Imán

SR. UX / UI Designer

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## EDUCATION

### Graphic Design

Universidad  
Empresarial Siglo 21

1999 - 2004

## COURSES & WORKSHOPS

### UX Seniority

Santiago Bustelo

2021

### UI Design as natural, intuitive human conversations

Everett McKay

2014

### Introducir y hacer madurar UX dentro de una organizacion

Juan Manuel Carraro

2014

### Interaction South America 2014

Buenos Aires

2014

## SKILLS

- UX Design
- UI Design
- Icons
- Wireframe
- Prototype
- UX Research
- Workshops
- Post Up
- Customer Journey
- Usability Testing
- UX Benchmarking
- Business Analyst
- UX Mentorship

## WORK EXPERIENCE

### Sr. UX/UI Designer

Santex - Valora

Nov 2023 - Present

I have recently joined this team to address some specific challenges and improve the UX of an already developed product. My process started with a series of meeting with all stakeholders in order to understand the business needs and challenges. I've done a reasearch about the competitors and their performance (Their best and worst). Analyzed the current state of the current solution and I made a proposal of changes that impacts positively on the product UX. At the moment of writing these lines, I'm creating a prototype with the changes proposed as well as the documentation for the implementation.

### Sr. UX/UI Designer

Santex - ePlan

Nov 2022 - Nov 2023

ePlan is a company that specializes in improving the engineering of the manufacturing processes in the Industry 4.0. I was part of a team in charge of bringing to life a new product and take it to market. The advantage here was that I counted with a series of reports and Market Research documents which helped me a lot to consolidate and traction from the idea to an MVP within a tight timeline in front of a high demanding stakeholders. At the end we succeeded and now the product is in a new phase of being refined, branded and prepared to be shipped to the market in 2024.

### Product Designer

Megatrans

Sep 2021 - Oct 2022

This company is looking to transform their flagship platform and company. My role will lead the path to redesign their platform and hopefully have also an impact on their organizational culture. I ran workshops collaborately with stakeholders from different departments in order to understand the current situation, identify problems and define action items using Figma Jam.

### Sr. UX/UI Designer

Santex - Cideon

Mar 2021 - Nov 2023

I'm responsible to lead the UX and UI vision of a product aimed to provide service support in the mechanic and engineering industry. I have done UX activities such as Business and Goals definition, Competitors analysis, Personas, Wireframes, AI. Also UI activities like Design System, prototyping, video demonstration and also I have ran the demos with stakeholders.

### Product Designer

Wolfcox

Oct 2020 - Present

I led the process of designing a mobile application for a just borned fintech startup. The vision is to democratize the access to loans and negotiable assets through a simple but yet intuitive highly customizable mobile app with a smart scoring model to get financial insights from the user.

[View case study](#) Password: [financeTech22](#)

### Sr. UX/UI Designer

Silstech - YPF

Jan 2019 - Oct 2022

I have designed a platform from the ground up. This product aims to make more efficient a wide range of processes that happen between the Transport companies and Oil Company (YPF). I have designed modules for different areas such as: Patrimonial security, Road safety, Vehicles Maintenance, Performance and Telemetry, Documentation expiration among others.

[View case study](#) Password: [uxypf2021](#)

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## LANGUAGES

- Spanish (native)
- English (advanced)

I can keep a conversation in english, from 1 to 10, I would say an 8.

## DESIGN TOOLBOX

- Figma / Figma Jam
- Adobe XD
- Miro
- Adobe Creative Cloud
- Atlassian Jira
- Atlassian Confluence
- Google Apps
- Hotjar
- All office apps
- Pen and paper

## WORK EXPERIENCE

### Sr. UX/UI Designer 3XM Group - Rotech

Jul 2020 - Aug 2020

A healthcare industry corporation, required a fast implementation of a mobile solution for their patients. The proposal was based on their website's design in order to come up with an efficient mobile application within the short timeframe requested. [View case study](#)

### Sr. UX/UI Designer 3XM Group - Digital Global Systems

Aug 2017 - Dec 2020

I created a solid design foundation for their product. The time I worked on this project, I added great value to different areas such as:

- Internal processes and UI/UX mentorship.
- Vision of the product (Business and Design).
- Defined common patterns, coherence and consistency in the UI.

[View case study](#)

### Sr. UX/UI Designer InfoValue - Holcim

Oct 2017 - Oct 2018

Ignacio Garribia from InfoValue contacted me in 2017 in order to design a Mobile Application for one of his customer, Holcim, more specifically for its HR Department. This project involved usability testing sessions which provided useful insights. [View case study](#)

### Sr. Graphic Designer 3XM Group

Dec 2017 - Apr 2018

Redesigned the corporate image of this amazing company in order to give a modern and fresh look and feel. The logotype was streamlined and updated with vibrant colors and the shapes rembrant an arrow moving forward, to the future. [View case study](#)

### UX/UI Consultant and Designer

Viaje Perfecto

Early 2017

A travel agency decided to redesign the website in order to stand out in a highly competitive market. They wanted to improve conversion as well as position the brand as a company that offers "experiences" highly customizable to travelers wishes instead of just fixed tourist packages. [View case study](#)

### UX/UI Designer Eterra

Jul 2017 - Dec 2017

After a few updates on their brand, Eterra asked me to redesign the website in order to provide a more professional and serious look and feel. Including web development.

### UX/UI Designer Lead BHP Software Services

Mar 2009 - Mar 2017

I continued working for Nexius Wireless but under a different administration. From 2015, I put my efforts on designing a wide variety of Marketing material, including the production and edition of an Online Academy for Atlassian products.

### User Experience Lead Nexius Wireless

Mar 2007 - Mar 2015

I joined the Software team as UX Designer. I worked under the direction of Ryan Dussiaume. During these years, I grew till I became the UX Lead of the project. I was responsible of creating the user interface of a large scale platform that was acquired in 2010 by comScore.

### Senior Visual Designer and Web Developer Rios del Barco

Aug 2005 - Feb 2007

- Gathering customer inputs (requirements).
- Definition of proposal and presentation to the customer
- Conduct brainstorming sessions
- Definition of visual designs and project development
- Delivery and final support
- Websites, Widgets, Web apps, Flash games, Interactive CDs, etc