Carlos Villarreal

UX/UIDesigner

Experienced UX/UI designer with 5+ years of experience in the digital design industry. Proven ability to conceptualize, design, and deliver user-centered experiences that meet or exceed business goals. Strong interpersonal and leadership skills, passionate about learning new technologies and methodologies to improve the user experience.

Contact information

- +57 3007478378
- carlosvillam99@gmail.com
- Ciudad de Panamá

Important links

- dribbble.com/Carlosvillam
- linkedin.com/in/carlosvillam
- carlosvillam.work

Experience

UX/UI Designer
Liberty Latin America | Jun 2020 - Present

- Led the e-commerce team to propose and implement new features that increased sales by 17%.
- Designed end-to-end experiences that resulted in a reduction in customer churn.
- Design User-flows, low- and high-fidelity Wireframes, and overall design architecture
- Collaborated with stakeholders, business analysts, product owners, and the market to gather feedback and insights that informed my designs.
- Built interfaces based on components from the Design System library, which ensured consistency and scalability across the platform.

UX/UI Designer
Nativapps | Dec 2018 - Jun 2020

- Translated requirements into innovative and impactful designs that resulted in an increase in user satisfaction.
- Used design thinking methodology to identify and solve user problems.
- Created end-to-end flows in high fidelity and had the right handoff for the development team.
- Consumed or created components for design systems, with knowledge of Apple Human Interface and Material Design.
- Created low-fidelity and high-fidelity wireframes.

UI Designer
Technisupport | Dec 2017 - Dec 2018

- Created personas that resulted in an increase in user satisfaction.
- Designed wireframes that were visually appealing and easy to use.
- Created UI designs for digital products that were intuitive and user-friendly.
- Built clickable prototypes that allowed clients to experience the user interface before it was built.

Graphic Design Intern
Universidad Autónoma del Caribe | Jul 2017 - Dec 2017

- Work for the university in a lithography area,
- Print pieces of art, and create internal communication for the university.

Education

Graphic design
Universidad Autónoma del Caribe | 2014 - 2018

English level: B2
Universidad del Atlántico - 2017

Skills

User Interface | User Experience | Responsive Design | Design System | Prototyping
Interaction Design | Problem solving | Usability testing | Wireframes

Tools

Figma | Miro | Jira | Invision | Webflow | Storybook