Andres Arigon

UX/UI & PRODUCT DESIGNER

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Immediate start
Contact by email preferred

EXPERIENCE

UX/UI & Product Designer
Elemental Concept, London, England
JANUARY 2018 - PRESENT

User Experience (UX)

✔ Helped define MVP and product features taking part in product discovery Braining storming and Gut test sections inside an Agile/Lean development environment.

✔ Taking part in the UX research developing: **UX audit**, **competitor analysis**, **user flow**, **journey map**, **personas**, **scenarios**, **storyboards** and defining the **information architecture** in order to enhance functionality and identify and troubleshoot possible UX/UI problems.

✔ Responsible for testing and generating reports to improve the UX in our projects using mostly Google Analytics and Full Story.

User Interface (UI)

✔ Designed **sketches**, **low/high fidelity mock-ups** and **prototypes** using Adobe XD.

✔ Responsible for supervising the development of the code to ensure the developer team accuracy matches with my mock-ups. *"1px more or less of padding makes differences"*

✔ Assisting the CEOs in the Business Development, designing quick mock-ups/prototypes and preparing stunning slide deck to show to potential client.

✔ Developed and improved **guideline** documentation and **branding**, apart from using software like Zeplin/Adobe XD, to effectively communicate interaction and design ideas to the developer team.

Other

✔ Collaborated with the UX Design director in mentoring and guiding junior designers.

ABOUT ME

👋 Hi I'm a proactive and ambitious **UX/UI & Product Designer** obsessed with guaranteeing that of the apps, websites and CMS projects that I design make sense to the user by creating a route that flows logically from one step to the next and ensure that each page visually communicates that route, creating stunning and modern UI.

SKILLS

App design
Mobile design
Website design
Dashboard/CRM design
Agile/Lean methodology
Design thinking process
UX audit
User research
Information architecture (IA)
Personas & scenarios
Storyboards
User flow
User journey
Creative Workshop
Sketches
Low & High Fidelity mock-ups
Prototypes
User testing
Adobe Photoshop
Adobe XD
Zeplin
Google Analytics
UX analytics
Full Story
HTML/SASS/CSS3

✔ Occasionally supporting the dev team creating SASS/CSS/HTML

UX/UI & Product Designer
Contrado, London, England
MAY 2017 - JANUARY 2018

User Experience (UX)

✔ Responsible for UX research trying to understand the user behavior and translating internal and external feedback into intuitive solutions, creation of personas and scenarios through stakeholder interviews and competitive analysis.

✔ Manager for the interaction design, designing user flow/journey, architecture information using card sorting and tree tests techniques.

✔ Responsible for the user testing and optimization of the final product before its official launch through usability tests in site and A/B tests.

User Interface (UI)

✔ Responsible for the creation and design of wireframing, mock-ups and prototypes using some of the most modern software: Adobe XD and Photoshop. Also, crafting and drawing prototypes.

✔ Main person responsible for the complete revamp of the new UI and UX of the internal Contrado CRM (used for more than 200 employers a day) Check it out on: https://goo.gl/vpNK4B

✔ Creating visual communication by building interactive assets, icons, presentations, interactive prototypes and mock-ups.

Other

✔ Supporting the Dev team writing from scratch HTML5, CSS3, SASS/SCSS code of the different user interfaces I have previously designed.

✔ Fixing front-end bugs and updating the content of the different company websites

✔Experienced working in an Agile (Jira) development process.

UX/UI & Product Designer and Web Optimisation
The Affiliate People, London, England
OCTOBER 2015 - MAY 2017

User Experience (UX)

✔ Understand the target audience and user persona to create experience architecture, in order to articulate a clear user journey

✔ Responsible for design of A/B testing and multivariate analysis to improve conversion rate of website visitors and goals.

✔ Analyzed the website for customer ease of navigation and increased time on site and other ratios using Google Analytics

✔ Analyzed, identified, and helped solve problems or enhanced features and functionalities on various websites and web applications.

User Interface (UI)

✔ Rapid development of marketing landing page mock-ups in low and high fidelity under high pressure. Apart from logos, promotional material, social media pages, banners, to keep consistent with client branding identity.

✔ Responsible for the full redesign the company's website which has had excellent feedback from the high-managers and clients.

Email Marketing Design, Development and Testing

✔ Designed and developed email creatives (newsletters) following responsible guidelines.

✔ Using external email service providers (Email on acid) to identify some potential delivery problems.

Graphic Design

✔ Designed website and landing pages mock-ups, logos, promotional material, social media pages, banners, to keep consistent with branding identity for our different clients.

✔ Photo retouching, color correction, website graphic optimization.

Other

✔ Produced reports used for establishing market projections, product analysis, and forecasting.

UX/UI & Product Designer & Digital Marketing Manager
Penn Elcom Online | Hastings, England
OCTOBER 2014 - OCTOBER 2015

Web Design and Front-end Development Support

✔ Created and maintained the front-end standards document and oversaw production of Javascript, HTML, and CSS.

✔ Designed new microsites, landing pages and templates.

✔ Created content and graphics for the cooperative websites and numerous third party websites.

✔ Created and maintained the front-end and content for e-commerce platforms (IRP e-commerce).

Email Marketing Design, Development and Testing

✔ Designed and developed email creatives (newsletters) following responsible guidelines.

✔ Using external email service providers (Constant contact) to identify any possible delivery problems.

Graphic Design and Corporate Image / Branding

✔ Redesigned and unified marketing materials and collateral that gave rise to a new product image and elevated the brand to a more elegant corporate feel.

✔ Produced custom signage and gift card holders used at annual marketing and sales events.

✔ Assisted in marketing and advertising design objectives (Logos/ Ads/ Banners/ Brochure/ Roll up/ Posters)

✔ Designed web pages, print collateral and email marketing templates used to create new corporate image for company relaunch.

✔ Designed stand and exhibition for important international events.

Community Management

✔ Transformed a relatively non-existent social media profile into an online presence across Twitter, Facebook, Google+ and Youtube and company branding.

✔ Expanded client communities and assisted in locating target audiences by proposing social media strategies.

✔ Increased brand awareness by 20% through the use of social media and helped maintain a presence on the web.

✔ Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.

Marketing Online Strategies

✔ Calculated best practices to obtain the maximum return on investment through clicks, opens, and overall customer engagement.

✔ Manage and coordinate the creation of marketing collateral and content

including social media, websites, newsletters and emails.

✔ Conducted keyword and competitor research using Google Analytics data.

✔ Participated in teams to generate global online marketing plans, developed new marketing campaigns, and analyzed ongoing global marketing projects.

Web Analytics

✔ Analyzed traffic and made necessary changes for a better user experience.

✔ Assisted in the monitoring and reporting on website traffic and performance.

Marketing & Communication Assistant
Tech Data | Barcelona, Spain
JUNE 2014 - OCTOBER 2014

Email Marketing Designer and Development

✔ Designed, coded (HTML/CSS) and integrate new emails (newsletters) for multiple clients' such as: Apple, Microsoft, Acer, Toshiba, Vodafone...

✔ Created custom micro-sites including banners and others web's graphic elements.

✔ Built and implemented features and worked on solving bugs/performance issues.

Graphic Design

✔ Developed designs that clearly communicated the company's brand identity.

✔ Produced pre-press files for a variety of printing vendors.

✔ Designed ads, flyers, special sections, brochures, posters, logos and business cards for multiple publications (offline and online)

✔ Handled multiple projects, many with conflicting deadlines.

Customer Loyalty Management and Event Assistant

✔ Expanded and improved the loyalty program in order to increase the amount of loyalty customers.

✔ Created new loyalty strategy to engage new customers.

✔ Maintained, created and analyzed customer-loyalty database .

✔ Facilitated the planning, logistics and coordination for events of all

types.

Finance Assistant

✔ Reported monthly expenses and revenues to the manager.

✔ Managed inventories in the warehouse in order to keep up with sales.

✔ Prepared presentations and spreadsheets used in upper management meetings.

✔ Created monthly Payroll reporting, used in the client billing process.

✔ Prepared scheduling documents, mailing lists, thank you letters and request for contribution mail packets.

✔ Maintained and balanced three checking accounts.

Office Assistant
Management-solutions | Madrid, Spain
JANUARY 2013 - APRIL 2013

Internal Event Assistant

✔ Planned, organized, and executed large and small scale events throughout the year

Finance Assistant

✔ Reconciliation of monthly bank statements.

✔ Processed payroll for +90 employees.

✔ Take care of employees' finance issues.

✔ Preparation of monthly balance sheet movement report for bank branches with all movements explained.

✔ Preparation of internal and external audit schedules.

✔ Scanning and filing all invoices and source documents.

HHRR Assistant

✔ Generated and checked financial paperwork to correct pay issues for service members using Navision.

✔ Completed new hire forms and entered employee data in the Human Resources Information System.

✔ Processed payroll in time and attendance system and administered benefits to ensure accurate payment and classification for employees.

Marketing Assistant

Vodafone | Barcelona, Spain

JUNE 2011 - JUNE 2012

Marketing Administrator Duties

✔ Maintained, created and analyzed customer database using CRM (Parrot),
Access, Excel

✔ Assisted in the development of marketing offline projects (point-of-sale)

✔ Shop assistant

Monday 9 December 2019:

To whom it may concern,

I had the pleasure of having Andres Arigon on my team from January 2018 to December 2019. Andres was a fantastic asset to the design department in Elemental Concept. Coming onboard, he was immediately put onto a new and complicated enterprise grade product that we were building that covered a multitude of users and portals, from back office to client facing interfaces.

He rose to this challenge fantastically, taking everything in his stride and delivering consistently strong design work, meeting his targets for every sprint and supporting the devs where necessary.

He's continued on in other projects to design mobile apps, concept visuals, prototypes and websites, on top of other necessary collateral for both clients and the company. He's easy to work with and collaborates well, on a local and global level. One of his more recent projects has seen him working internationally with a client team in Singapore, supporting designs going into build and communicating daily with Singapore to refine requirements. In this, he was always professional, courteous and efficient in his work.

Andres' greatest strength, I believe, is his ability to design a beautiful interface. He's an exceptional product designer with a passion for using analytics and quantitative data to direct evolutions in the user experience. His UI approaches are always influenced by the latest trends in the industry, with his key driver being the user, so with him, you'll be sure to have a usability focused designed interface, that also benefits from being beautiful, fresh and approachable.

I would highly recommend hiring Andres Arigon. Apart from being a solid designer, who takes feedback extremely well and delivers efficiently without sacrificing quality, he is always generous with his time when it comes to helping other designers or mentoring interns. He is conscientious, gracious and fun, as well as hard working, unafraid to learn new things and push his own self development to further the company's reach and capability.

It was such a pleasure to work with him and he will be very much missed by all of us at Elemental Concept. I wish him all the best in all his future endeavours and would be happy to discuss anything regarding his time in my team.

Yours faithfully,
Roisin O'Toole
UX Director | Elemental Concept

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