



# Leonel Silva

UX UI Designer

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## About me

+15 years work in UI UX Design, IxD and Usability, experience working on multi-device designs, usually my clients contract me between 3 to 24 months for projects and sometimes to improve specific areas or task flows in their apps or webApps.

I have technical understanding of Agile development environment, expert knowledge of interaction design, information architecture and user-centered design, experienced in establish and promote design guidelines, best practices and standards.

I can wear multiple hats (of an UX designer, a UI designer and a UI basic developer html+css) with pride and be able to take on each challenge with passion.

Experience in deploying User Centred Design processes and techniques (e.g. personas, scenarios, prototyping, ideation, co-creation).

Passion for design and strong command of visual design capabilities, including composition, layout information hierarchy, typography and color.

## Education

### Intituto de Diseño Zona Gráfica

Master's Degree, Web Page, Digital/Multimedia.  
1996 – 1999

Focus on information architecture, web design, interaction, content and navigation design, flash and gif animations, html and css.

### Universidad José María Vargas

Bachelor's Degree, Graphic Design, Bachelor of Arts. 1993 – 1996

Focus on color and form theory, design principles, art history, typography, technical drawing, artistic drawing, illustration, photography.

## Skills

**UX / UI / IxD Design, Wireframing, Prototyping, UX Artifacts, Customer Journey Maps, User & Tasks Flows, Personas, Scenarios, Information Architecture, Invision, Photoshop, Sketch, Illustrator, Balsamiq, InDesign, HTML, CSS, Responsive Web Design.**

# Experience

Senior UX UI Designer | Jul 2016 – Present

[Awaken Projects | United Arab Emirates - remote](#)

Make clean and artful designs, use my UI skills to translate high-level requirements into interaction flows and artifacts. Transform ideas into beautiful, intuitive, and functional user interfaces. Works closely with customers, business analysts and team members to understand the business requirements that drive the analysis and design of quality technical solutions. These solutions must be aligned with business and IT strategies and are in compliance with the organization's architectural standards.

UX UI Instructor | Dec 2015 – Present

[Crehana | Perú - remote](#)

Make great online courses about many topics related with my career like User Experience, User Interface Design, User Interaction Design, Responsive Web Design, Mobile App design, Photoshop, Illustrator, InDesign, html, css.

Check the students projects and answer any question that they have.

Senior UX UI Designer | Apr 2016 – Jul 2016

[Almisa | Netherlands - remote](#)

Create usable experiences from conceptual code and technical docs, breaking down large ambiguous problems into small, easily understandable parts, make brand new user experience based on user scenarios for a specific healthcare project.

Take ideas from technical specification and translating them into usable, understandable interaction designs, work closely with the product owner to thoroughly understand the user personas, and specific user scenarios for a product, develop product designs that will drive success.

My process it be highly iterative, pushing back on convoluted requirements, iterating scenarios, ultimately defining an information architecture and interaction design. I work at the intersection of business requirements, technical feasibility and client desire to produce a product design that perfectly combines the three.

Senior UX UI Designer | Mar 2016 – May 2016

[Solsteace | Canada - remote](#)

Make wireframes, workflows, interaction specifications, prototypes & rapid prototyping for 1 specific project, annotated mock-ups, storyboards, user personas, user flows, user-centred design, pixel perfect designs, lifecycle maps, create interactive prototypes, develops user scenarios, navigational structures, sitemaps, user/task flows, map end-to-end workflows.

## Senior UX UI Designer | May 2015 – Mar 2016

Viewmed | Venezuela

User Experience and User Interface Design analysis of webApp about medical information, wireframing, mockups, prototyping. The main objective is improve the usability and the UX of the tool, make it more user friendly and esthetically more attractive, propose a color schema and a better graphic line.

## Senior UX UI Designer & Front-end Developer | Jul 2015 - Dec 2015

AcuityAds Inc | Canada - remote

UX & UI Design, Wireframing, Prototyping, Mockups, Front-End Developing with RWD / HTML5 / CSS3. Apply best practices and personal skill to structure and layout of various digital experiences to achieve the greatest client and user satisfaction.

## Senior UX UI Designer & Front-end Developer | Jul 2014 - Apr 2015

Inlimitech | USA - remote

UX & UI Design, including Information Architecture and Front End Developing. Usability analysis of webApps, IOS and Android Apps. Wireframing, Prototyping, Mockups design. Brand development, Graphic Design, flash/PowerPoint presentations and brochure designs, one designer under my direction. Responsible for UX/UI across mobile, desktop, and/or web development.

## Senior UX UI Designer | Nov 2008 - Sep 2014

Taller de Píxeles | Spain - remote

UX & UI Design, Information Architecture, Wireframing, Mockups, Front-End Developing with RWD / HTML5 / CSS3. Brand development, Graphic Design, flash/PowerPoint presentations and brochure designs, two designer under my direction. Apply best practices and personal skill to structure and layout of various digital experiences to achieve the greatest client and user satisfaction. Responsible for IA / UX / UI across mobile, desktop, and/or web development.

## Senior UX UI Designer | Feb 2008 - Oct 2008

Wikot | USA - remote

UX & UI Design, Wireframing, Mockups. Responsible for UX/UI across mobile, desktop, and/or web development.

UX UI IxD Designer & Front-end Developer | Mar 2005 – Dec 2007

Isometrico | Colombia - remote

Responsible for IA / UX / UI across mobile, desktop, and/or web development. Wireframing, Mockups, Prototyping and Front-End Developing. Graphic Design, Corporate Identity and Flash Presentations.

UX UI IxD Designer & Front-end Developer | Sep 2003 – Mar 2005

Soluciones Integrales Automatizadas | Venezuela

Responsible for IA / UX / UI across mobile, desktop, and/or web development. Wireframing, Mockups, Prototyping and Front-End Developing. Graphic Design, Corporate Identity and Flash Presentations.

UX UI Designer & Front-end Developer | Sep 2002 - Sep 2003

Inergix | Venezuela

Responsible for IA / UX / UI across mobile, desktop, and/or web development. Wireframing, Mockups, Prototyping and Front-End Developing. Graphic Design, Corporate Identity and Flash Presentations.

Junior Web Designer | Oct 2001 - Sep 2002

Neoris | Mexico - remote

IA / UX / UI, Wireframing, Mockups, Prototyping and Front-End Developing. Graphic Design, Corporate Identity and Flash Presentations.

Junior Web Designer | Aug 1999 - Sep 2000

Startsite | Venezuela

IA / UX / UI, Wireframing, Mockups, Prototyping and Front-End Developing. Graphic Design, Corporate Identity and Flash Presentations.

## Contact me

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Skype: lsilva1977

## Social networks

**Linkedin:**

<https://www.linkedin.com/in/leonelatwork/>

**Twitter:**

<https://www.twitter.com/leonelatwork/>