



A passionate UX UI & Visual designer, with over 13 years of experience developing digital products and creating purposeful brands. I specialize in the design of user-centered, respecting all its stages (Empathize, Define, Ideate, Prototype, Test) to guarantee the quality of the product delivered.



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EDUCATION AND OTHERS

- DEC

2021

PROFESSIONAL CERTIFICATE
Google UX Design
- DEC

2020

CO-FOUNDER
Libro de Reclamos

Cloud-based system for customer service (registration and attention to claims) by generating tickets.
- JAN

2013

CO-FOUNDER
Amaru

Company dedicated to providing IT, storage, backup and email solutions.
- MAR

2010

CO-FOUNDER
Woohu Studio

Creative studio specialized in brand development, packaging and digital products.
- JAN

2001

DEC

2006

HIGHER EDUCATION
Instituto Toulouse Lautrec

Direction and Multimedia Graphic Design
I finished in the top fifth of the class, with honorable mention Magna Cum Laude and I graduated with mention Summa Cum Laude, in addition to having won 3 awards as the best group thesis project of 2006.

PROFESSIONAL EXPERIENCE

- MAR

2015

Current

PROFESSIONAL EXPERIENCE
Woohu Studio

Senior UX UI Designer
I lead the design and digital team, being responsible for the entire process from communication with the client, creativity, execution and launch of the final product.
- JUL

2013

FEB

2015

PROFESSIONAL EXPERIENCE
Belcorp

Senior Graphic Designer
Responsible for the design of the "Personal Care" section of the ESIKA catalogs, distributed in a network of 800,000 beauty consultants for direct sales in 15 countries in the Americas.
- MAR

2010

JUL

2013

PROFESSIONAL EXPERIENCE
Woohu Studio

Senior web and visual designer
I led the design team in Lima, Peru.
- JAN

2008

DEC

2009

PROFESSIONAL EXPERIENCE
The Purple Turtle (Spokane, WA)

Senior Web and Visual Designer Enero 2009 to Diciembre 2009
I led the design and development team in Lima, Peru.
Senior Graphic Designer Enero 2008 to Diciembre 2008
I designed graphic pieces adapting to the objectives of national and international projects.
- JAN

2007

DEC

2007

PROFESSIONAL EXPERIENCE
Xploramedia

Web Designer
I designed web pages and supervised the correct execution of the front end so that it reflects 100% of the proposed design.
- JAN

2005

DEC

2006

PROFESSIONAL EXPERIENCE
Mercado Negro

Graphic Designer
I designed the first editions of the advertising and marketing magazine "Mercado Negro Advertising", managing to become one of the most outstanding in the field in Latin America.
I designed the first edition and the commercial campaign of the "Advertising and Marketing Directory of Peru", obtaining the registration of more than 5,000 advertisers, exceeding the goal set by 30%.

MY SKILLS



Adobe Illustrator



Adobe Photoshop



Adobe Animate



Adobe Dreamweaver



Adobe Indesign



Adobe XD



Figma



Languages

SPANISH NATIVE

ENGLISH B1

WHAT I HAVE ACHIEVED

+13

YEARS OF EXPERIENCE

+300

DEVELOPED PROJECTS

+100

RECIPES COOKED

+8

YEARS BEING FATHER OF A LITTLE ARTIST GIRL

+2000

KILOMETERS RUNNING

3

ENTREPRENEURSHIP

I am ready to take on new challenges and opportunities.