

ANDREA VALERIO FERRETO

UX / UI / Product Designer

andryval@gmail.com

8307-2385

<http://andryta.com/>

SUMMARY

- Over two decades of extensive experience in Web Design, Front-end Development, and User Experience/User Interface Design.
- Ten years of proven leadership in Design/UX/Content teams, specializing in knowledge transfer, training delivery, and mentorship.
- Comprehensive involvement in the complete product design lifecycle, spanning Brainstorming, UX, Project Management, and critical business processes such as Usability Testing and KPI assessment.
- Active participation across all phases of the product development lifecycle, including Research, Ideation, Design, Prototyping, and User Interface refinement.
- Diverse industry exposure and client engagement across various sectors, including Sports Betting, Casino, Corporate, Healthcare, Government, Fintech, Advertising, and Automotive.
- Solid foundation in Visual Design, encompassing product design and wireframes, coupled with expertise in User Interface prototyping and frameworks.

EXPERIENCE

UX / UI Lead (Consultant)

QAT / Xylem | December 2022 - Present

- **Stakeholder Collaboration.** Collaborated closely with stakeholders to understand project requirements, define tasks for the design team, and integrate feedback into the product design process.
- **Training and Knowledge Transfer.** Conducted knowledge transfer sessions and delivered training to design, content, and developer teams, with a focus on design principles and the UX/UI process.
- **UX Research and Analysis.** Engaged in data analysis from ongoing projects with clients, contributing valuable insights to enhance the user experience. Leveraged apps such as Maze and Optimal Workshop.
- **Information Architecture.** Created taxonomies, organized content (especially forms), and developed sitemaps for current applications. Conducted an inventory of existing apps, concurrently documenting pertinent information. Employed techniques like card sorting and utilized apps such as Optimal Workshop.
- **Wireframe Development.** Utilized tools like Sketch, Figma, and Illustrator to meticulously craft wireframes for the redesign of applications.
- **Collaboration with Product Engineers.** Provided assistance and collaborated with product engineers as necessary, ensuring a seamless integration of design and development efforts.
- **Technology Adoption.** Stayed abreast of industry trends and emerging technologies, recommending and introducing new tools and techniques to enhance the design and development processes.
- **Documentation Expertise.** Documented current applications comprehensively, prepared briefs for redesigning projects, and defined requirements for seamless project execution.
- **Usability Testing.** Facilitated usability testing workshops involving users from different teams and countries to ensure the effectiveness and user-friendliness of applications.
- **Performance Metrics and Customer Experience.** Utilized KPIs, such as Google Heart, to measure project success. Conducted CX studies, including Service Blueprint and research, to strategize improvements for current and future applications.

EDUCATION

Graphic Design Bachelor
UAM

Master in Design Thinking and Product Design
OBS School / Universitat de Barcelona

Master in Interaction Design (In progress)
Universidad Veritas

Professional Certification in UI Design
Universidad Creativa

UX Design Fundamentals Full Stack
SDI Institute

Design Thinking Professional Certification (DTPC)
Certiprof

Scrum Certifications

- **Scrum Developer**
 - **Scrum Master**
 - **Scrum Product Owner**
- Certiprof / SoyLider.net

LANGUAGES

Spanish (Native)
English (C1)

USER EXPERIENCE

User Research
Empathy Map
Personas
User Stories
IA: Taxonomy, Site Maps
Wireframing
Style Guides
Patterns
Branding
Design Thinking
Lean UX
Design Sprint
Agile Methodologies)
System Design

UX / UI Engineer

10Pearls / DNV | June 2023 - March 2024

- **Stakeholder Collaboration.** Collaborated closely with stakeholders to understand project requirements, define tasks for the design team, and integrate feedback into the product design process.
- **Wireframe Development.** Utilized tools like Sketch, Figma, and Illustrator to meticulously craft wireframes for the redesign of applications.
- **UI work. Creation of Design System** based on company's branding. Worked on documentation with Figma Dev and Storybook as documentation for Dev teams.
- **Collaboration with Product Engineers.** Provided assistance and collaborated with product engineers as necessary, ensuring a seamless integration of design and development efforts.
- **Technology Adoption.** Stayed abreast of industry trends and emerging technologies, recommending and introducing new tools and techniques to enhance the design and development processes.
- **Application Styling Proficiency.** Demonstrated expertise in crafting and refining app styling using HTML, CSS, and Javascript.
- **CSS Library Implementation.** Utilized CSS libraries, such as Bootstrap, to enhance the styling and design aspects of applications.
- **Vue Environment Proficiency.** Successfully operated within the Vue environment, contributing to the seamless integration and functionality of user interfaces.

Senior UX / UI Designer

9North | January 2022 - December 2023

- **Stakeholder Collaboration.** Collaborated closely with stakeholders to understand project requirements, define tasks for the design team, and integrate feedback into the product design process.
- **UX Research and Analysis.** Engaged in data analysis from ongoing projects with clients, contributing valuable insights to enhance the user experience. Leveraged apps such as Maze and Optimal Workshop.
- **Information Architecture.** Created taxonomies, organized content (especially forms), and developed sitemaps for current applications. Conducted an inventory of existing apps, concurrently documenting pertinent information. Employed techniques like card sorting and utilized apps such as Optimal Workshop.
- **Wireframe Development.** Utilized tools like Sketch, Figma, and Illustrator to meticulously craft wireframes for the redesign of applications.
- **Collaboration with Product Engineers.** Provided assistance and collaborated with product engineers as necessary, ensuring a seamless integration of design and development efforts.
- **Technology Adoption.** Stayed abreast of industry trends and emerging technologies, recommending and introducing new tools and techniques to enhance the design and development processes.
- **Documentation Expertise.** Documented current applications comprehensively, prepared briefs for redesign projects, and defined requirements for seamless project execution.
- **Usability Testing.** Facilitated usability testing workshops involving users from different teams and countries to ensure the effectiveness and user-friendliness of applications.
- **Content Management System (CMS) Implementation.** Implemented content for CMS platforms such as AEM 6.5 and WordPress.
- **UI Development.** Conducted component refactoring utilizing established frameworks like Bootstrap and Material Design. Established the foundational UI (CSS / HTML / Angular) for new projects.
- **Client Engagement.** Successfully collaborated with clients in various sectors including, Automotive, Fintech, and PR companies

DESIGN

Adobe Illustrator
Adobe Photoshop
Adobe In Design
Figma
Sketch
Adobe XD
InVision
Axure XP

TECHNICAL

CSS 3
HTML 5
JS
SASS
Bootstrap
Google Material
Angular (template)
Joomla (template),
Wordpress (template)
CQ5 / AEM6 (template)
Sitecore (template)
PHP, .NET (ASPX / MVC), JAVA (.JSP)
Javascript, jQuery, AJAX, JSON (Basics)
Iconography Fonts
SQL, MySQL, SyBase (basics)
Yeoman / Bower / Grunt
Boilerplate
Continuous Integration (GIT, SVN)

UX / UI Engineer

CRCOMM | August 2018 - December 2021

- **Stakeholder Collaboration.** Collaborated closely with stakeholders to understand project requirements, define tasks for the design team, and integrate feedback into the product design process.
- **UX Research and Analysis.** Engaged in data analysis from ongoing projects with clients, contributing valuable insights to enhance the user experience.
- **Information Architecture.** Created taxonomies, organized content (especially forms), and developed sitemaps for current applications. Conducted an inventory of existing apps, concurrently documenting pertinent information.
- **Wireframe Development.** Utilized tools like Sketch, Figma, and Illustrator to meticulously craft wireframes for the redesign of applications.
- **Collaboration with Product Engineers.** Provided assistance and collaborated with product engineers as necessary, ensuring a seamless integration of design and development efforts.
- **Technology Adoption.** Stayed abreast of industry trends and emerging technologies, recommending and introducing new tools and techniques to enhance the design and development processes.
- **Documentation Expertise.** Documented current applications comprehensively, prepared briefs for redesign projects, and defined requirements for seamless project execution.
- **Usability Testing.** Facilitated usability testing workshops involving users from different teams and countries to ensure the effectiveness and user-friendliness of applications.
- **Content Management System (CMS) Implementation.** Implemented content for CMS platforms such as AEM 6.5 and WordPress.
- **UI Development.** Conducted component refactoring utilizing established frameworks like Bootstrap and Material Design. Established the foundational UI (CSS / HTML / Angular) for new projects.

Technical Lead, Interface development

Hangar Interactive | July 2016 - June 2018

- **AEM 6 / UX / Content Strategy.** Effectively coordinate resources across various teams, including design, technology, QA, and UX, for diverse content and web-related tasks. This involves the creation and updating of site information.
- **Training.** Conduct comprehensive knowledge transfer and training sessions for the team, focusing on the BMW content system, UX, and design principles.
- **Wireframe Development.** Create wireframes using tools like Sketch and InVision to facilitate client approval, specifically for the redesign of corporate web pages.
- **Documentation.** Systematically document processes, including details on AEM components, component-specific demos, checklists, and more.
- **Deployment Management.** Oversee and manage the deployment process for content.
- **Clients:** Proudly serving clients such as Nissan Canada (<https://www.nissan.ca/en>) and BMW US (<https://www.bmwusa.com/>).

Senior UX / UI. Senior Creative Engineer

Prodigious Latam | March 2012 - July 2016

- **CMS and Front-End Development.** Specialized in Drupal using PHP, CQ5 with JAVA for clients like AstraZeneca (<https://www.nexiumtouchpoints.com>), and Sitecore with .NET for Mylan Laboratories (<http://www.mylan.com>).
- **UI Development.** Expertise in .NET / MVC 4 coupled with Kendo UI for the design and implementation of the user interface for an administrative application named Brandtracker.
- **UI Projects.** Implemented the management UI for Prodigious using Angular, jQuery, and Google Material.
- **UX Projects:**
 - Conducted a comprehensive UX process for the **Prodigious LATAM site**, involving user research, taxonomy, site mapping, and wireframing.
 - Led the **Prodigious Management Initiative**, incorporating user research, persona development, taxonomy, site mapping, and the creation of a functional prototype using Axure XP.