David Vera

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Summary

I am currently working as a Senior Product Designer for the Products & Services team at Scotiabank in Toronto, Canada.

Previously, I worked for the Design Systems team, where I created cutting-edge components with a strong focus on accessibility. As a cross-functional team member, I constantly proposed initiatives to improve our processes. Additionally, I worked on the strategy and the migration of our design libraries to Figma.

In 2019 I worked as a UX Lead at Scotiabank Colombia for the Sales and Onboarding division, where I contributed to the creation of better user experiences for our end customers and retail vendors.

As a designer with more than 10 years of experience, I strive to solve the problems that users face with any product or service. To do so, I keep the user at the center of my design process, which means empathizing with their needs, prioritizing their goals, and considering factors such as ethnicity, economic status, gender, language, context, etc.

I base the strategy for design on the research. Good research provides me with the insights to address the most urgent issues and also helps me determine the right outcomes. In practice, this means that I strongly focus on roadmaps based on outcomes rather than features.

I am interested in helping designers and product teams reach their maximum potential. To do so, I optimize their processes (design ops) and help them identify the user/business problems, find the solutions, and measure success. I have given guidance and support to design teams in different countries, ensuring that they follow good design practices and encouraging them to share and reuse the design patterns, components, etc.

Recently, I have started exploring my passion for 3D Illustration with some VR and AR projects. I guess I'm getting ready to work on the Metaverse! You can see some of my 3D work on Dribbble.

Experience

Senior Product Designer
Scotiabank
Jan 2020 - Present (2 years +)
Last year I was transferred to Toronto, Canada to work as a Senior Product Designer in the Global Design System's team.

Responsibilities / Challenges
- Design and delivery of world class components and templates
- Figma Global Migration Plan and execution
- Ensure consistency, quality, and excellence across our digital products
- Work in close collaboration with design peers from different countries to support the contribution process of our Design System
- Create and maintain our documentation and design specs

- Inform and improve our design processes
- Meet accessibility standards
- Conduct training sessions in Figma for all the countries on best practices using the tool, components usage, tips, plugins, etc

UX Lead, Sales & Onboarding
Scotiabank

Oct 2018 - Jan 2020 (1 year 4 months)
In this position I started leading a team of talented UX designers on a very important project for our sales force and customers as well.

Responsibilities

- Understand and visually articulate the product vision, problem definition and opportunity by working closely with business analysts and stakeholders.

- Conduct independent research on multiple aspects of our products and user's behaviour.

- Work with UX Designers, Product Managers, Engineers and other UXRs to prioritize research findings and incorporate latest trends and business requirements.

- Guide the design of the products we are creating for our huge audience, contributing to optimized processes and delightful experiences.

- Advocate research findings to diverse written reports and in-person presentations.

Senior UX Designer
Scotiabank

Sep 2017 - Oct 2018 (1 year 2 months)
Hired to design the most innovative FinTech experiences using design thinking as the main framework.

The UI is based 80% on user's input, so I conduct (along with the research team) weekly sessions with customers doing guerrilla testing, card sorting, focus groups, interviews, etc. In this position I actively contributed to the design of our own Design System based on the style guide provided by Scotiabank Headquarters in Canada.

UX Specialist
TODO1 Services Inc.

Jan 2017 - Aug 2017 (8 months)
TODO1 is one of the biggest providers of FinTech software in the world. I worked as a Senior UX Designer and contributed the innovation and refinement of its core products through Design Sprint sessions and face-to-face consultation. Most of the UX work was done using Adobe XD and InVision.

Senior UX/UI Designer
Rappi

Oct 2016 - Dec 2016 (3 months)

Responsibilities

- High quality user-centered interfaces
- Detailed and optimized HTML/CSS
- UX design and documentation

UI/UX & Co-founder

Erasmeet Limited

May 2015 - Feb 2016 (10 months)

Erasmeet was an app on the market for discovering the best plans while on one's Erasmus year or as a student wishing to explore and attend the best events in their current or new city.

It was unique by combining the collaborative element with a pixel-crafted app that empowered users to create and attend events in a few taps.

Tasks & Outcomes:

• Created a beautiful, clean native app design that won three recognitions
• Shipped app to the AppStore and Google Play and tracked all their progress
• Designed and developed an engaging website
• Solved a lot of design problems while developing the architecture and coding the App's UI
• Acquired extensive knowledge of ASO and all areas related to managing an App for iOS and Android Platforms

Recognitions:

• Got a validation by the UGE from the Ministry of Employment and Social Security in Spain
• Project selected as a finalist and admitted to "HUB Emprende" incubator program in Universidad Europea
• Admission to International LAB incubator program by the Madrid City Council

UI / UX specialist

Grupo TILENUS

Sep 2014 - Feb 2016 (1 year 6 months)

Hired to propose innovative and qualitative UI & UX ideas for the most important app of the company. Also working at overseeing the design of the advertising strategy (B2B and B2C).

Tasks & Outcomes

• Applied the best user-centered design practices and usability to achieve more than 500% increment in app downloads
• Shared and revised the UI designs based on peer review, user research and user testing, always envisioning ways to make a positive impact
• Increased user engagement and brand awareness by deploying engaging ads and stunning graphics to the web and social media channels
• Contributed and improved UX design standards and guidelines for the company portfolio

• Designed and coded in HTML5 and CSS3 the interface of the mobile app which was deployed to multiple platforms
• Sketched dozens of new ideas and lo-fi prototypes that eventually came to production

Online Marketing Specialist - Internship
eComm360 S.L

Apr 2014 - Aug 2014 (5 months)

Completed a successful internship in online marketing (SEO, SEM, eCommerce, Social Media and Web). Developed strategic plans for some products of the company. Provided the online marketing tactics for 4 important clients of the business and monitored month by month progress, achieving results and taking the appropriate measures to improve the key indicators.

Tasks & Outcomes

• Measured and analyzed all the online reports from the assigned customers, while ensuring the continuation and enhancement of services
• Extracted insights from research and analytics to produce engaging campaigns for our clients
• Increased online sales by 280% on a two-month timespan with one customer

Digital Projects Coordinator
Tracker VSR Group

Oct 2011 - Apr 2014 (2 years 7 months)

Hired to coordinate and consolidate the social media and web relaunch strategies for this group of companies, jointly reporting with the Advertising manager directly to the Senior Vice President of Marketing. Analyzed the market and trends, cultivated innovation and created structured processes to increase productivity in design and social media channels. Predominantly managed the retake of the internet strategy of the company by developing a new immersive web experience from the ground up for all digital platforms, including smartphones and tablets.

Lead online marketing teams of a variety of countries (Colombia, Venezuela, Brazil, and Guatemala).

Tasks & Outcomes

• After leading a global redesign (UI/UX) in 2012 in each country, the website traffic increased by more than 100% in all territories on a 3 months lifespan
• Made a monthly follow up of social media strategies in each country, growing more than 1000% in social networks
• Worked actively in more than 10 successful marketing and advertising campaigns, helping to drive a considerable boost in sales
• Doubled the engagement and overall employee experience through the relaunch of an internal email newsletter

UI Designer
Investigación y Tecnología S.A.

May 2009 - Sep 2011 (2 years 5 months)

Worked on the design of user interfaces for the principal web application of the company, introducing the latest trends and improving user experience through cutting-edge web technologies such as HTML5 and CSS3.

Tasks & Outcomes

• Improved User Experience (UX) across the web apps and hardware devices in the company
• Worked closely with business analyst, users, and the hardware development team
• Designed and coded the company's Website using latest HTML and CSS technologies
• Collaborated on end-to-end iterative UX projects
• Appointed to learn XAML technology and expand skills in a new work business environment in Madrid, Spain

Web Designer

AR Solutions Corp
Jul 2008 - May 2009 (11 months)
Graphic Designer regarding interactive web interfaces, banners, eCards, email campaigns, etc.

AR Solutions has top quality standards in Design and Development http://arsls.net

Tasks and Outcomes

• Designed eCards for acclaimed and famous artists in Universal Music Latino
• Produced dozens of web design UIs for multiple customers

Encargado del diseño gráfico de interfaces web interactivas, banners, eCards, campañas de correo, etc.

Tareas y Resultados

• Diseño de eCards para importantes artistas en Universal Music Latino
• Producción de docenas de diseños web para numerosos clientes

Education

Istituto Europeo di Design

Master's Degree, Marketing
2013 - 2014
Formación Gerencial y Administrativa en Marketing y Publicidad

University of London

Creative Programming for Digital Media & Mobile Apps, Computer Technology/ Computer Systems Technology
2013 - 2013
WITH DISTINCTION

A course authorized by University of London International Programmes through Coursera.

This course teaches how to develop and apply programming skills to creative work for mobile applications, digital music and video games. Also teaches the technical skills needed to write software that make use of images, audio and graphics, and focuses on the application of these skills to creative projects.

Verify at coursera.org/verify/5P9T74XR4T

🔵 **Servicio Nacional de Aprendizaje SENA**
2007 - 2007
HTML, CSS y Flash

🔵 **LCI Bogota**
2005 - 2007
Principios del Diseño y el Arte, Tecnologías aplicadas al diseño, Tipografía y 3D

Licenses & Certifications

Introduction to UI Design - Coursera Course Certificates
YAUK4YWFB4YH

Creative Programming for Digital Media & Mobile Apps - Coursera Course Certificates
5P9T74XR4T

User Research and Design - Coursera Course Certificates
HBZYHNYX5U2B

Coursera Mentor Community and Training Course - Coursera
6NU5JRU4V3EH

Prototyping and Design - Coursera
SWFPAD6KKSMW

Evaluating User Interfaces - Coursera
NZZNCCEXFKT3

UI Design Capstone - Coursera
XA9ESCZAPLXR

User Interface Design Specialization - Coursera

RRR9AL8NVASD

Certificate of Membership - The Interaction Design Foundation
53726

Foundations of User Experience (UX) Design - Google
UHZRTGQRE5HK

Skills

User Experience • User Interface Design • Web Design • SEO • CSS • HTML 5 • Management • Graphic Design • Online Marketing • Advertising