

David Vera

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Summary

I specialize in Product Design and Design Systems, with a focus on creating solutions that meet business and user needs. My expertise includes Design Thinking, Lean UX, DesignOps, and working in agile teams. As the UX Lead for Scotiabank's Sales and Onboarding division, I helped the design team members to develop user-centered solutions through design thinking, user research, and usability testing. I am also interested in 3D illustration and emerging technologies such as VR and AR, and always seeking new challenges and opportunities to grow.

Experience

Senior Product Designer

The MRG Group

Oct 2022 - Present (4 months)

My responsibilities include engaging stakeholders, leading the design of the company's first native app, developing a design strategy, conducting research, promoting a culture of quality, innovation and customer satisfaction, and building a Design System for the company's digital products to ensure consistency and efficiency.

Digital Design

Toptal

Jul 2022 - Present (7 months)

My responsibilities include providing innovative solutions, conducting user research, crafting wireframes, prototypes and mockups, developing and maintaining a design system, and analyzing and measuring the success of products through data-driven decision making.

Senior Product Designer

Scotiabank

Jan 2020 - Jun 2022 (2 years 6 months)

My responsibilities included leading the design and delivery of high-quality components and templates, executing a Figma Global Migration Plan, ensuring consistency and accessibility across all digital products, collaborating with peers from various countries, maintaining and updating documentation, streamlining and improving design processes, and providing training on best practices in Figma.

UX Lead, Sales & Onboarding

Scotiabank

Oct 2018 - Jan 2020 (1 year 4 months)

I was responsible for driving the design vision and strategy for a key project, working closely with business analysts and stakeholders to understand and articulate the product vision, problem definition, and opportunities. I conducted independent research, worked with a team of UX designers, product

managers, and engineers to prioritize research findings, advocated for research findings, and contributed to the optimization of processes and creation of delightful user experiences.

Senior UX Designer

Scotiabank

Sep 2017 - Oct 2018 (1 year 2 months)

My responsibilities included leading the design of innovative financial products using design thinking, conducting research sessions with customers, contributing to the creation of a company-specific design system, getting user input to inform the design of the user interface, working closely with cross-functional teams, applying agile methodologies, and collaborating with design peers from different countries to support the contribution process of the company's design system and maintain design consistency across products.

UX Specialist

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Jan 2017 - Aug 2017 (8 months)

I played a key role in the innovation and refinement of the company's core products through Design Sprint sessions and face-to-face consultation. My responsibilities included collaborating with cross-functional teams to define and implement innovative solutions, working closely with product managers to identify and prioritize user needs and business goals, using data and analytics to inform design decisions, mentoring and guiding junior designers, staying up-to-date on industry trends, leading the design of projects from end-to-end, collaborating with research teams to conduct user research, and creating high-fidelity wireframes, prototypes and visual designs for web and mobile applications using Adobe XD and InVision.

Senior UX/UI Designer

Rappi

Oct 2016 - Dec 2016 (3 months)

Developed high quality user-centered interfaces, conducted UX research and analysis, created wireframes, prototypes, and user flows, collaborated with cross-functional teams, created design documentation, including style guides and pattern libraries and stay up-to-date on industry trends and best practices in UX design to continuously improve the product experience.

UX/UI specialist

Grupo Tilenus (DriveSmart)

Sep 2014 - Feb 2016 (1 year 6 months)

Proposed innovative and qualitative UI and UX ideas for the company's key app, oversaw the design of the advertising strategy, and significantly increased app downloads by over 500% through user-centered design practices and usability. Worked with cross-functional teams, designed and coded the interface of the mobile app in HTML5 and CSS3, contributed to UX design standards, and generated new ideas and prototypes for production.

Digital Projects Coordinator

Tracker VSR Group

Oct 2011 - Apr 2014 (2 years 7 months)

Reported to the SVP of Marketing and worked with the Advertising Manager to analyze trends, develop processes, and lead online teams in multiple countries. Oversaw a complete redesign of the company's web experience, resulting in 100% increase in website traffic and 1000% growth on social media. Led more than 10 successful marketing campaigns, resulting in increased sales. Doubled employee engagement through relaunch of internal newsletter.

UI Designer

Investigación y Tecnología S.A.

May 2009 - Sep 2011 (2 years 5 months)

I was responsible for designing user interfaces for primary web application, introducing latest trends, improving user experience through cutting-edge technologies (HTML5, CSS3). Task includes working with business analysts, users, and development team to ensure seamless and intuitive user experience, designing and coding company's website using advanced HTML and CSS.

Education

Istituto Europeo di Design

Master's Degree, Marketing

2013 - 2014

Formación Gerencial y Administrativa en Marketing y Publicidad

Licenses & Certifications

 **User Interface Design Specialization - Coursera**
RRR9AL8NVASD

 **Certificate of Membership - The Interaction Design Foundation**
53726

 **Foundations of User Experience (UX) Design - Google**
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