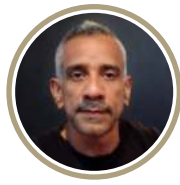


MAURICIO RUIZ MUÑOZ

UX Designer



EMPOWERING THROUGH UX DESIGN

 **maux.app**

+58(414)2450828

mruizm33@gmail.com

Design Thinker, Change Agent, Problem Solver: User-Centered Designer with 20+ years of experience crafting digital products. Passionate about understanding user psychology and its impact on brand perception. Strong analytical skills with a talent for recognizing patterns in data.

SKILLS

Design Expertise:

- Visual Design
- Interaction Design
- Product Design
- Branding

User Research & Prototyping:

- Lead user research
- Define market problems
- Empathize with users
- Create wireframes
- Ideate solutions
- Build prototypes
- Conduct usability studies
- Finalize products for launch

Development Skills:

- PHP/MySQL
- HTML/CSS/Javascript
- Wordpress
- No-Code Tools

EDUCATION

Google, UX Design Professional Certificate
Remote

June 2021 - May 2024

Completed a rigorous training program designed for entry-level job readiness. Seven courses covering topics like: UX research fundamentals, inclusive design, wireframing, low-fidelity and high fidelity prototypes, and tools like Figma. Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate.

Instituto de Diseño de Caracas, Graphic Designer

September 1991 - June 1994

• Specialized program that delves into the concepts and techniques of visual communication.

EXPERIENCE

Director

PRESTEN ATENCIÓN (Self employee), UX Design Agency

Caracas, 2015 - Present

- Direct the agency's creative direction
- Maintain client relationships (commercial and operational)
- Facilitate team operations

Digital Consultant

CIRCUITO X, Radio Network

Caracas, 2012 - 2014

- Executed digital promotion initiatives for audience engagement
- Designed guidelines for content generation's implementation plans
- Designed methods for users and listeners community development

Internet Production Manager

UNIÓN RADIO, Radio Network

Caracas, 2006 - 2008

- Developed the digital presence of country's main radio circuit
- Established a design team for branding
- Implemented content generation's innovative methods

Brand Manager

LA MEGA, Radio Station

Caracas, 2004 - 2006

- Developed the digital presence of one of the main radio station in the city
- Established business relationships with brands such as MTV and Rolling Stone
- Implemented strategies that resulted in an increase in the brand's position

