

# CARLOS CUÉLLAR

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## Profile

I am an Interaction Designer with an industrial design background and some love for front-end web development. I have been creating experiences that simplify users' lives for more than eleven years.

I am comfortable working in Agile development environments, managing multiple tasks and setting goals for a project. I benefit from discovering new approaches and constantly learning from my colleagues.

## Experience

### UX Designer at Goldstar Events, Inc. (May 2015 - Present)

As an Interaction Designer at Goldstar I work on different projects for customers, ticket suppliers and company employees. I collaborate with cross functional teams using often a complete design process (user research, whiteboarding, sketching, wireframes, user flows, prototypes, final comps).

- Design of tools for ticket suppliers so they can manage and promote their inventory in our system.
- Design of mobile first solutions for final customers, including a new seating chart UI for checkout.
- Creation of add-ons for partners like Eventbrite.
- User research: conduct interviews to customers, suppliers and employees, organize remote and in-person usability testings, creation of personas.

### UI Designer at Lightspeed Systems (July 2012 - March 2015)

- Design of cross-platform solutions for My Big Campus, a K-12 learning management system, including Android, iOS, Windows 8 and Web apps.
- Implementation of semantic markup and concise and scalable CSS for different products.
- Creation of a live style guide used across several web products and followed by the rest of the developers in the company.
- Design of Classroom Orchestrator, a product used by teachers in order to monitor students' computers in real time.

### **UI Designer at HP AgriSystems (November 2011 - July 2012)**

Creation of visual identity, design of interfaces and front-end development for horsepower.com, an ag-oriented e-commerce website.

### **Web Designer at Micrographic Web Design (January 2008 - August 2011)**

This was my little digital shop in Valencia, Spain. We created corporate websites for hospitals, wineries and other midsize companies and we collaborated with several local organizations.

### **Web Designer at Katana Red (November 2006 - January 2008)**

Design of interfaces and front-end development at a digital agency, with special attention to in-house projects (online communities and e-commerce sites).

## **Academic Education**

Universitat Jaume I (Castelló, Spain) — Degree in Technical Engineering in Industrial Design (2001-2005)

## **Non-Academic Education**

- Interaction Design Training, Cooper U; Portland, Oregon
- Interaction Design: Beyond the Wireframe, Future Insights Live; Las Vegas, Nevada
- Accessibility and usability Workshop, Fundación OVSI; Valencia, Spain
- SEO Workshop, Infonomia; Barcelona, Spain
- Product Design Workshop, Modoloco; Milan, Italy

## **Skills**

Front-end web development skills: HTML, CSS/Sass, Javascript/jQuery, Git, CMS integration.

Prototyping and design software: Sketch, Omnigraffle, Adobe Suite, Invision, Framer.