

edin. miroslava

Resume

Introduction

Hi! I'm Edin Miroslava, and I have 7 years of professional experience in UX and UI Design. I'm also a photographer as a hobby.

I have worked in different industries and international companies in sectors like education, telecommunications, business, retail, healthcare, banking and transportation.

Experience

Product Designer UX/UI, El Puerto de Liverpool dec. 2024 - mar. 2025

At Liverpool, I was responsible for the Traffic and Navigation area, which was in charge of designing the main sections of the Pocket app and website, contributing to the redesign, and integrating new components into the design system.

UX/UI Design Lead, Telefónica Movistar 2022 - 2023

As the Design Lead, I was responsible for designing and overseeing the design of user interfaces and experiences for the Movistar Mexico app and chatbots on WhatsApp.

UX/UI Design Lead, DocSolutions 2021 - 2022

I was responsible for designing user interfaces and experiences for the applications and websites of the consulting firm's clients, including clients like Infonavit, HSBC, AVIS, Hertz, Seguros GNP, SKY, etc.

UX/UI Designer, Atid Consulting 2020 - 2021

I designed interfaces and experiences, brand identity for business websites, and mobile applications for various companies, using WordPress and Shopify to build websites for SMEs.

UX/UI Designer and Developer, UNAM 2017 - 2021

I designed user experiences, interfaces, and at the same time programmed computer systems for the university's administration using HTML, JavaScript, and CSS.

Education

Master's Degree in Management and Information Science

UNAM (Universidad Nacional Autónoma de México) | 2020 - 2022

Diploma in Digital Marketing Immersion

ITBA (Instituto Tecnológico de Buenos Aires) Argentina | 2023

Diploma in Information Technology

UNAM (Universidad Nacional Autónoma de México) | 2019

Bachelor's Degree in Information Science

UNAM (Universidad Nacional Autónoma de México) | 2012- 2017

British English Programme

Pearson | 2024 - Current

Course in UX Design: User Experience UX/UI + Figma 2023

UDEMY | 2023

UX Design Course

Google | 2019

The Product
Designer

Contact

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Roles

Product Designer
UX Design
UI Design
Customer Experience
Photography
Visual Design

Tools

Figma,
Adobe Suite (XD, Illustrator,
InDesign, Lightroom, Photoshop)
Jira, Maze, HotJar, ADS,
Wordpress, Shopify
MS Office Suite, Trello

Skills

Data Analysis, Design Thinking, Information Architecture (IA), Usability Testing Accessibility, User-Centered Design (UCD), Project Management, Storytelling, One-on-One Interviews, Surveys and Questionnaires, Competitive Analysis, A/B Testing, Card Sorting, Creation of User Personas, Heuristic Rules, Task Analysis, 5 Whys, Eye Tracking, Monitoring Heatmaps, Remote Testing, Benchmarking (Competition), Cognitive Walkthrough (Task Assignment), Wireframes and Prototypes

Recognitions

2023 Best Team Member of Design at Telefónica Movistar

2023 I redesigned the Movistar App Mexico, which ranked in the top 10 best apps in Latin America, and thanks to my work, the app's rating increased from 4.2 to 4.7 in the stores.

2023 The designs I created for Telefónica Movistar Mexico, both for the mobile app and WhatsApp chat, were adopted in countries like Chile, Argentina, Colombia, and Peru due to their success with customers and the business.

2022 I succeeded in positioning the Movistar app as the most important sales channel in Mexico and Latin America

2018 Best Landscape Photography Trident contest Where my photography was printed on their gum packing

2017 I won a Canon Photography contest for the best Fashion Photography