



IÑIGO ZEPEDA

UX Designer & Software Engineer

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I am fascinated by creating efficient user experiences with the use of technologies. I am able to take an idea from concept to result, through the cycle of production.

Work experience

UX Designer at Puffer Finance

Remote • August 2024 - Present

- Redesigned staking platform with intuitive interaction and navigation patterns, building user confidence and contributing to \$1.5B TVL growth.
- Created design system to streamline frontend implementation, reducing development time.

UX Designer at Oracle

Mexico • June 2023 - August 2024

- IxD. Creating Redwood Design System components.
- Designed various inputs, focusing on interaction and behavior while ensuring accessibility and user alignment.
- Worked with project managers and designers to meet stakeholder needs and drive data-informed decisions.

Cofounder & Designer of Qarta Online

Mexico • June 2020 - June 2023

- Identified pain points in existing QR menus through research and interviews, leading to the creation of a more accessible and engaging platform.
- Featured by Mexico's top newspapers such as El Financiero Bloomberg, CONECTA, etc.

Development for Ventanas al Paraíso

Mexico • January - March 2021

- Designed the restaurant admin panel including customer-facing interfaces for the hotel LVP.
- Collaborated with hotel staff to define requirements and iterate on designs, resulting in improved operational efficiency and customer satisfaction.
- Frontend-Backend integration with React and Node.js.

People Skills

- Empathetic & open-minded team worker • Creative while working under pressure • Effective time management • Active listener & continuous learner

Languages

Spanish and English - Native; French - Intermediate; German - Beginner

Hackathons

Polkadot: First Place Winner

July 2022

- Designed a bridge aggregator and transactions explorer blockchain web app called Moonbridge.
- Won first place in the Interfaces and Experiences track.
- Took part in the styling with Bootstrap and Material UI and worked with developers to ensure smooth handoff of UIs.

Estée Lauder Accessible Beauty

March 2023

- Designed an inclusive in-store shopping assistant app for customers with mobility and visual impairments.
- Conducted secondary research and created user personas to define accessibility requirements and design inclusive user flows.

ETHMexico: Best UX

August 2023

- Visual identity for POS system with crypto payments through QR codes to reward loyal customers.
- Winner of best UX, Worldcoin-Best Use and Polygon-Best Refi project.

Education & Achievements

BSc Computer Science

ITESM Tecnológico de Monterrey,
August 2019 – May 2023

Developer DAO UX Designer

Design & Product Guild scholarship award,
October 2022

Skills

Design

User research • interaction design • wireframing • prototyping • information architecture • responsive • user flow • usability testing • motion • graphic design

Software

Figma • Photoshop • After Effects • Illustrator • HTML • CSS • Javascript • Python • React • Next.js • MySQL • Jira • Miro • Github