



IÑIGO ZEPEDA

UX Designer

inigoart.com

linkedin.com/in/inigozepeda

contacto.inigozepeda@gmail.com

+52 55 2145 4384

UX designer focused on interaction design with a passion for visual aesthetics. Experienced in translating ideas from concept to result focusing on efficient user experiences.

Work experience

UX Designer at Oracle

Mexico • June 2023 - Present

- 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 - Oct 2023

- Identified pain points in existing QR menus through research and interviews, leading to the creation of a more accessible and engaging software, [Qarta Online](#).
- Created wireframes and prototypes to develop an intuitive menu system catering to diverse user groups.

Product Designer at Eden Protocol

Freelance • Remote • Nov 2022 - May 2023

- Conducted user research to understand and optimize the interfaces of the Web3 AI-powered talent search platform, onboarding 3500 new users.
- Designed brand identity to ensure a cohesive visual language resulting in a higher retention of users.

Development for Ventanas al Paraíso

Freelance • Mexico • February 2023

- [Lead ideation](#), concept explorations and user flows for a web-based restaurant management system including an admin panel, while adhering to brand guidelines.
- Enhanced restaurant efficiency through intuitive system design, meeting user needs, earning positive feedback.

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

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.

Polygon Designathon Winner

August 2022

- Created concept for a blockchain hackathon platform.
- Conducted a [case study](#), with user research and usability testing methods to develop an efficient product.
- Was one of the [winners](#) from over 50 entries.

ETHMexico: Best UX

August 2022

- 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