

# Estanislao Vizcarra

UX/UI Designer based in Tijuana, Mexico • [stanmx@gmail.com](mailto:stanmx@gmail.com) • <https://stanmx.com/portfolio/> • <https://www.linkedin.com/in/estanislao-vizcarra/>

Hello, I'm a designer with over 18 years of experience, specializing in crafting clean, user-friendly digital products. Dedicated to simplifying workflow processes through custom, user-centered digital product design, bringing attention to detail in collaborations with major binational brands.

## Experience

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### Multitaskr

UX/UI Designer • Oct 2020 – Feb 2024

- Led end-to-end design of digital products from concept through to launch, ensuring alignment with user needs and business objectives.
- Developed high-fidelity, interactive prototypes in Figma to effectively communicate complex user flows and visual designs to stakeholders.
- Collaborated closely with tech, marketing, sales, and inspections teams to create cohesive and user-centered experiences.
- Conducted user research, including interviews and usability tests, to gather insights that significantly enhanced the product user experience.
- Supervised and mentored a team of junior designers, fostering professional development and team cohesion.

### Morzan Corporation

New Product Development Manager • Sep 2013 – Oct 2020

- Led the tech department for seven years, consistently delivering high-quality products on time.
- Collaborated with the marketing department to conceptualize new products, contributing to an expanded and diversified product portfolio.
- Created high-fidelity prototypes in Sketch and Marvel to effectively communicate design concepts and functionality.
- Conducted user research to ensure alignment with user needs and preferences.
- Managed client relationships, addressing needs and expectations, while proactively recruiting new business to drive growth and expand the client base.

### Freelancer

Web Designer • May 2011 – Aug 2013

- Designed and developed responsive websites using HTML CSS, JavaScript, and Ruby on Rails, ensuring a seamless user experience across all devices.
- Managed client relationships by addressing needs and expectations, while proactively recruiting new business to drive growth and expand the client base.

### Hi-Tek, Inc

Head of Programming • Feb 2006 – May 2011

- Led the tech department for five years, guiding a team of web developers to ensure effective project execution and consistently high-quality outcomes.
- Designed and developed web applications using PHP, Ruby on Rails, HTML, CSS, and JavaScript, creating user-friendly solutions.

## Education

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### Computer Systems Engineering

Instituto Tecnológico de Tijuana • 1999 – 2006

## Skills

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**Languages:** Spanish (Native) and English.

**UX/UI Design:** User Experience Design, User Interface Design, Prototyping and User Research.

**Web Development:** HTML, CSS, JavaScript, Web and Mobile Design.

**Tools:** Figma, Sketch, Adobe Photoshop, Adobe Illustrator, WordPress, Elementor and Jira.