



Luis Berumen
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WWW.BERUMENDESIGN.COM

Accomplished, tech-savvy professional with a track record of success in creating value via innovative design. Go above and beyond to ensure top-quality user experiences. Possess multi-lingual abilities and exhibit superior communication skills while collaborating with multiple departments and leading interdisciplinary teams during various product and concept design initiatives.

SKILLS

Agile UX
Lean UX
UX Design
Design Thinking
Value proposition canvas
UI Design
Product Development
Problem Resolution
Concept Development
Sales & Marketing
Mobile App Design
Data Visualization
Project Management
Business Development
User-Centered Design
Prototyping
Graphic Design
Design Research
Team Leadership
Client Relations
HTML, CSS & JS
Product Launch

KEY ACCOMPLISHMENTS

- Earned Master's Degree in Product Development.
- Founded a design studio (Berumen Design) offering services in UX/UI Design, Product Design, and Graphic Design.
- Yielded a 30% sales increase for a Panasonic online store after directing the redesign of web pages and digital materials as well as developing new Internet-based marketing campaigns.
- Helped the Myle team to develop their indiegogo campaign, which reached 170% funding (July 2, 2015) in less than 15 days.

CAREER TRACK

DOCBOSS (Calgary Alberta)

Lead UX Designer

May 2016 - Present

- Complete redesign of the flagship product, redefining key aspects of the user experience and providing guidelines for future development.
- Worked with the product owner, developer team, project managers and customer support reps outlining specifications for the product, release planning, taking ownership for usability issues and creating consensus among stakeholders during the design process.
- Participation in user testing sessions for concept validation, need finding and user feedback.
- Development of support materials and user guides to assist customer support and marketing efforts.
- Creation of wireframes, design specs, interaction specs, high-fidelity prototypes, and use case scenarios.
- Rapid prototyping for concept testing and stakeholder engagement.
- Incorporation of analytics research in product planning and road-mapping.

BERUMEN DESIGN (Calgary, Alberta),

Owner / Freelance UX Designer

October 2011 - Present

- Oversee all aspects of a design studio specializing in UX/UI Design, Graphic Design, Product Design, and Concept Development.
- Champion new marketing and sales strategies to garner new business
- Provided design services for various local start-up companies such as Osprey Analytics, Starscriber, Myle, OnGuard and MyMobileCoverage.
- Headed design projects that landed products in multiple publications and magazines.

TECHNOLOGIES
& TOOLS

CAREER TRACK (Continuation)

OILDEX (Calgary, Alberta),

Senior UX Designer

July 2015 to April 2016

HTML

CSS /SCSS

JavaScript

MS Office

Axure

Adobe XD

Sketch

Invision App

Adobe Illustrator

Adobe Photoshop

Affinity Designer

Pinegrow

Bootstrap

Foundation

Flash

InDesign

Solidworks

Rhinoceros 3D

Keyshot

3d printing

- Visualize user-centered design solutions to complex procurement to pay workflows in an Agile environment.
- Create concepts for the software UI framework and develop design principles.
- Work with software development, user experience, and implementation to build a culture of design excellence.
- Develop a software style guide outlining design elements and interaction patterns.
- Build a library of design resources including icons, illustrations, and widgets, with respective code samples.

ADP (Calgary, Alberta),

UX Designer III

March 2015 to June 2015

- Analyzed, studied and understood applications, its user objectives, and the desired user experience.
- Acted as the user-advocate during the development process, present early-stage designs for testing, and offered implementation suggestions from a user-centered perspective.
- Prototyped & prepared visual design artifacts, following ADP's design language, and excel at articulating motivation and reasoning behind design decisions
- Share, tested and reviewed designs for feedback and effectiveness
- Collaborated with developers, product owners, architects and analysts to develop product true to design
- Participate in Scrum team / Agile software development life cycle
- Report progress and status of assigned tasks to project teams and management

MYMOBILECOVERAGE (Calgary, Alberta),

UX/UI Designer Lead

August 2013 to January 2015

- Held role for web-based interfaces for data visualization tools with mobile phone carriers, international regulators, and governments.
- Initiated concept development efforts for new products and services.
- Headed app design initiatives for iOS, Android, and Blackberry for mobile devices and tablets.
- Designed and prototyped industrial design projects.
- Utilized graphic design expertise to create marketing materials and presentations.
- Established a project list that included companies/organizations such as Sprint, Nextel, Airhob, Verizon, Ministry of Information Technologies and Communications of Colombia, ATT Boliva, among others.

MOUNTAIN CREST BREWING CO (Calgary, Alberta),

POS Design Manager

March 2008 to September 2011

- Coordinated the production, storage, and distribution of POS materials.
- Assumed accountability for the art direction and branding of the company's 55 brands spread throughout Canada, USA, and Mexico.
- Oversaw creation of in-store marketing materials.
- Developed an online tool designed to allow sales representatives to create their own promotional materials and manage internal budgets on expenses related to POS merchandise.

CAREER TRACK (Continuation)

FOOD CULTURE MUSEUM (Barcelona, Catalunya)

Design Consultant

October 2006 - October 2008

- Consulted on various art projects in support of events and exhibitions, including “Taste and Tongues” exhibition projects in Brazil, Buenos Aires, and Montevideo.
- Designed art materials and supported the creation of online art catalogues.
- Managed and maintained digital archives.

NOW [NOT ONLY WEBS] (Barcelona, Catalunya)

Art & Usability Director

April 2006 - November 2007

- * Enhanced online image of clients by facilitating Internet-based marketing campaigns for Panasonic Spain, Daewoo, Escac, and Central Lechera Asturiana.
- * Held art direction role for digital materials such as newsletters, online interfaces, side banners, web pages, portals, and microsites.
- * Assumed lead role for the redesign for a Panasonic online store.

IDEEN PUBLICIDAD (Guadalajara, México)

Art & Usability Director

August 2003 - June 2005

- * Played a key role in the conceptualization, planning, and development of didactic material for internal use at Kodak of Mexico.
 - * Contributed to graphic, web, and industrial projects for a client list comprised of Conafor, Jalisco Stadium, Vivendi, and Magno Centro Joyero.
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EDUCATION

ELISAVA, ESCOLA SUPERIOR DE DISSENY (Barcelona, Spain)

September 2005 - May 2006

Master Degree in Product Design

Postgraduate programs in Product Development and Product Conceptualization

INSTITUTO TECNOLÓGICO DE ESTUDIOS SUPERIORES DE OCCIDENTE

(Guadalajara, Mexico)

Bachelor Degree in Integral Design

Earned Lectio Brevis Award for “Best Student of His Career Generation”

Certifications

- Design Thinking for Innovation
- Software Product Management
- Certified SolidWorks Associate Examination - (CSWA)
- Advanced Google Analytics