

Luis Gamboa

UX/UI Designer | Front-End Developer | Visual Designer

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EXPERIENCE

● SENIOR UX DESIGNER & PROJECT MANAGER GRUPO LEEMBAL ADVERTISING AGENCY

AUGUST 2010 - JUNE 2015 | MERIDA, MEXICO

- Analyzed user-interface issues that tourists encountered while using the Yucatan Government Tourism website along with technical constraints and opportunities for the website.
- Conducted market analysis, usability testing, and prototyping sessions to find innovative solutions that fit tourists' needs.
- Synthesized market analysis solutions, tourist feedback, and user interface data to create user-centered designs for tourists in Yucatan.
- Created and improved wireframes, user flows, UIs, low and high-fidelity prototypes, and design specifications for various platforms.
- Increased the Yucatan Government's Tourism social media followers by +100,000 the first year, and increased the number of tourists arriving to Yucatan by 20,000.
- Conducted market analysis via focus groups and diner interviews, and created the initial designs and marketing concepts for @tragantate restaurant campaign, consisting of +100 restaurants/bars.
- Supervised user-centered design proposal projects for local and regional web businesses.
- Presented findings, solutions, and trial products to both clients and the design team to collaborate, improve, and finalize.

● TOURNAMENT AND GAMES MARKETING INTERN SEATTLE CENTRAL COLLEGE

SEPTEMBER 2015-JUNE 2016 | SEATTLE, WA

- Managed web design, print design, and marketing activities.

SKILLS

Information Architecture • Prototyping
Sketching • UI Design • Wireframing
Usability Testing • Storyboarding
User Flow • Responsive Web Design
Interviews • Mobile App Design
Visual Design • Interaction Design

TOOLS

Photoshop • Illustrator • InDesign
Sketch • InvisionApp • Adobe XD
After Effects • Premiere Pro • Tableau
Rhino 3D • HTML/CSS/JavaScript

EDUCATION

MASTER OF HUMAN-COMPUTER INTERACTION AND DESIGN

UNIVERSITY OF WASHINGTON
AUGUST 2017 | SEATTLE, WA

- **GPA:** 3.77
- **Focus area:** UX—UI Design

WEB DEVELOPMENT CERTIFICATE

SEATTLE CENTRAL COLLEGE
JUNE 2016 | SEATTLE, WA

- **GPA:** 3.91
- **Honors:**
President's List;
The Honor Society of Phi Kappa Phi;
Achievement Scholarship (awarded
for exemplary first-year performance)
- **Leadership:**
Seattle Central Tournament and
Games leadership member

B.A. GRAPHIC DESIGN AND ADVERTISING

CENTRO DE ESTUDIOS DE
LAS AMERICAS, A.C.
JULY 2012 | MERIDA, MEXICO

- **Class Rank:** Top 2%

LANGUAGES

- Fluent Spanish and English

INTERESTS

- Hiking in the Pacific Northwest;
Tech news; Photography; Cooking