

Luis Gamboa

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

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DESIGN PROJECTS

● **Stembuds App** | Mobile Game

UW MCHI+D Capstone Project sponsored by Intentional Futures

- Created a tablet-based mobile app that integrates girls into a gamified STEM community through Do-It-Yourself learning activities and knowledge sharing.
- Developed and revised the UI/UX of the iOS app Stembuds.
- Brainstormed and constructed brand identity design, wireframing concepts, prototyping interactions, quality assurance, and testing.

● **Treasure App** | Mobile Game

UW MCHI+D Ideation Studio

- Developed an augmented reality puzzle hunt game by fostering human connection among friends and family through collaboration and play.
- Created and refined UIs, wireframes, visual design, prototyping interactions, user flow, and usability testing.

EXPERIENCE

● 2010 - 2015

Senior UX Designer & Project Manager

Grupo Leembal Advertising Agency

Sr. UX Designer:

- Analyzed user-interface of Yucatan Government Tourism website by conducting market research, 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, prototypes and design specifications for various platforms.
- Increased social media followers by >100,000 and number of tourists by 20,000 in the first year.

Project Manager:

- Advised regional web businesses on UX projects by conducting market analysis, focus groups, and interviews.
- Presented findings, solutions, and trial products to both clients and the design team to collaborate, improve, and finalize.

● 2015 - 2016

Tournament and Games Marketing Intern

Seattle Central College

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

EDUCATION

August 2017

Master of Human-Computer Interaction and Design

University of Washington | Seattle, WA

June 2016

Web Development Certificate

Seattle Central College | Seattle, WA

July 2012

B.A. Graphic Design and Advertising

CELA | Merida, Mexico

SKILLS

Information Architecture • Prototyping
Sketching • User Research • 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
Marvel • Keynote • Balsamiq
After Effects • Premiere Pro • Tableau
Rhino 3D • HTML/CSS/JavaScript