Edgardo Najarro

UX/UI Designer

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Email: hello@edgardonajarro.com

Location: Dubai, UAE

Portfolio edgardonajarro.com

LinkedIn linkedin.com/in/ednajarro/

I am a well-rounded digital designer with over 10 years of experience in tech, e-commerce, business transformation, entertainment and advertising.

My design approach is highly customer-centric, applying the best practices of UX and product design; user research, design thinking, iterative design, prototyping and user testing.

Skills
- Visual Design
- Interaction design
- Prototyping
- Illustration
- UX animation
- Art Direction
- Storyboarding
- User research
- Usability testing
- Design trend analysis
- Workshop facilitation

Tools
- Figma
- InVision
- Framer
- XD
- After Effects
- Illustrator
- Photoshop

Education
Degree in Graphic Design
2007 - University Dr. José Matías Delgado
San Salvador, El Salvador

Languages
- Spanish (Native)
- English (Fluent)

Create Media | UX/UI Designer (Contract)
06/2020 - Current, Dubai, UAE

Create Media is a leading full-service digital communications agency with an in-house development team.

My role is to focus on UX/UI design for a B2C e-commerce retail website.

- I lead the design of the brand aligned visual style for all key pages from the home to payment complete.
- I contribute to defining the interaction logic including navigation, and component-level interactions, providing alternative solutions for client feedback.
- I manage and design prototypes for user testing and client showcases.

CAFU | UX/UI Designer (Contract)
05/2020 - Current, Dubai, UAE

CAFU is an app-based on-demand fuel delivery service.

My role is to focus on mobile app UX/UI design to improve the communication to the customer through illustrative, animated content.

- Lead the design of the visual style for the app illustrations and animations.
- Design the illustrations and animations for the order tracking screen for several service offerings, to improve the app communication, and leading to reduced customer contacts.
- Design the illustrations for localized content for service icons, empty states, city views, etc.

Invent Creative Event Solutions | Design Manager

04/2019 – 05/2020, Dubai, UAE

ICES is full-service event management, production and consulting company.

• Led a team of 8 designers (Graphic designers, 3D visualisers, technical drawers) delivering innovative event experiences for key industry players such as MAF, EMAAR, Meraas, Bloomberg and DU.
• Led the design of the Legoland activation for a local mall with 640 - 800 daily visitors.
• Led the design of a community garden for a local mall with 500 daily visitors.

Popoja Studio | Senior Art Director

05/2018 - 03/2019, Dubai / London

Popoja studio is an independent illustration and animation studio focusing on multimedia content.

• Managed and delivered illustration and animation projects for major consumer projects in the UK and UAE for Coca Cola, Channel 4, Barclays, Weetabix, Virgin in collaboration with world-leading agencies.

Nerdeo | UX/UI Designer

06/2017 - 04/2018, London

Nerdeo is an online crowdsourcing platform for independent film, TV, commercial and game industries.

• Led the UX/UI designer of a London based online startup, where I worked on the end to end web portal experience and all relevant user journeys from the sign up to project payments.

8works (a division of Oliver Wyman) | Creative Design Lead

05/2016 - 05/2017, London, UK

8works is a business transformation consultancy based in London.

• Facilitated innovation workshops, visualising concepts and translating data content into visual stories and assets for easier communication. Client projects include Deutsche Bank, Thames Water, BAE Systems.

CODETEN | Lead Graphic Designer

05/2014 - 05/2016, London, UK

Codeten in an app development studio based in London.

• Managed a team of graphic designers to produce graphic and illustration assets for mobile apps and games including branding, characters, backgrounds and iconography.

Full details of **my work experience from 2010-2014** can be found on **Linkedin.**