



# Ivan Alan Alatorre Machado



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Colours and intuitive navigation to ensure a rich and interactive user experience have always been a true driving force throughout my whole Experience. Through my daily work, I aim to create innovative designs that inspire users and make their lives easier. Interactive CV: [Ivan Alatorre CV](#)

## Contact Info

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[>>Mobile Design<<](#)

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## About Me

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- Design visual interfaces, user flows, and compelling interactions
- Translate complex ideas into simple, usable intuitive designs
- Work closely with front/back-end developers
- Explore and experiment with the actual products
- Translate web app features to native mobile

## Skills

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### ID (Interaction Designer)

- Mental Modeling
- Interaction Modeling
- Storyboards
- Journey Maps
- Wireframes
- User Interface

### IA (Information Architect)

- Organization Schemas
- Navigation Schemas
- Search Schemas

## UR (User Researcher)

- Voice of the Costumer
- Interviews
- Surveys
- Usability Studies
- Empathy Maps

## VD (Visual Designer)

- User Interface
- Brand Strategy
- Style Guides
- Colors and Palettes
- Typography
- Iconography

## FED (Frony End Development)

- HTML
- CSS
- JS
- Code Apply to Interactions

## US (User Strategist)

- Objectives
- Vision
- Planning
- Execution
- Onboardings

## Software:

- Invision
- Marvel
- Illustrador
- Avocode
- Macaw
- Photoshop
- Microsoft Expression Blend
- Omnigraffle
- Microsoft Expresion Studio
- Sketchup
- Augmented Reality
- Adobe Premiere
- After Effects
- Visual Studio
- Sketchflow
- Proto.io
- Mysql
- Netbeans
- Android Studio
- Balsamiq
- Unity3D
- Vuforia
- Autodesk Maya

## Experience

### Freelance

#### OtroMexicanoMX Current - 2012

**Function:** Analyze, create and develop new experiences for the costumer, Organize the develop and creative team, Aprove the product for the client, Create interaction designs, UI and Ux Researcher, Online Services, E-Commerce, Social Media, Media Monitoring,Ui kit, mobiles deisgn, responsive design, logo design, fluid design, adaptative design.

**Tools:** Html5, Css , Js, Adobe Photoshop, Adobe Illustrator, mockups, prototype, agile, ux research, user interface, storyboards, wireframes, workflow, layout it, assets, trello, slack, Invision, Proto.io, Axure, guidelines, Marvel, Uxpin, Mockup plus, Patterns

## Product Designer

### Estrasol 2016 - 2016

**Function:** Analyze, create and develop new experiences for the costumer, Organize the develop and creative team, Aprove the product for the client, Create interaction designs, UI and Ux Researcher, Online Services, E-Commerce, Social Media, Media Monitoring, Mobile design, responsive design, adaptative design, fluid design, ui guidelines, ui kits,

**Tools:** Adobe Photoshop, Adobe Illustrator, mockups, prototype, agile, ux research, user interface, storyboards, wireframes, workflow, layout it, assets, trello, slack, Invision, Proto.io, Axure, Ui kit, Guidelines, Marvel, Uxpin, Mockup plus, Patterns, Task Admin

## Product Designer

### HPE (Project/Outsourcing) 2016 - 2016

**Function:** Analyze, create and develop new experiences for the new platform, work closely with the development team, create interface, ui kits, update de internal platform.

**Tools:** Adobe Photoshop, Adobe Illustrator, mockups, prototype, ux research, user interface, storyboards, wireframes workflow, layout it, assets.

## Product Designer

### Arte Digital (Project/Outsourcing) 2016 - 2016

**Function:** Analyze, create and develop new experiences for the new platform focused on catalogs, work and lead the design team and work with the dev team, create, test and update designs, create ui kits

**Tools:** Html5, Css , Js, Adobe Photoshop, Adobe Illustrator, mockups, prototype, mokcups agile, ux research, user interface, storyboards, wireframes workflow, layout it, assets, trello, slack.

## Creative Director

### Velogig 2015 - 2015

**Function:** Analyze, create and develop new experiences for the costumer, Organize the develop and creative team, Aprove the product for the client, Create interaction designs, UI and Ux Researcher, Online Services, E-Commerce, Social Media, Media Monitoring.

**Tools:** Html5, Css , Js, Adobe Photoshop, Adobe Illustrator, mockups, prototype, mokcups agile, ux research, user interface, storyboards, wireframes workflow, layout it, assets, trello, slack.

## Content Creator

Uesg 2015 - 2015

**Function:** Create and administrate visual interfaces, intros, logos, banners, redesign of web, Create content for the web, review others design, Manage new feeds and article for the website.

**Tools:** Html5, Css , Js, Adobe Photoshop, Adobe Illustrator, mockups, prototype, mokcups agile, ux research, user interface, storyboards, wireframes workflow, layout it, assets, trello, slack.

## IT Consultamt

Medtronic / Moneygram 2015 - 2014

**Function:** Assist Employees by email and phone with technical issues, server maintenance, network configuration, software validation, create a android app for the warehouse and for the printers.

**Tools:** Html5, Css, java, xml, Adobe Photoshop, mockups, prototype, mokcups, user interface, storyboards, vnc, technical tools, Hardware and software upadte, trouble shooting.

## 2D/3D Teacher

Universidad Interamericano 2014 - 2013

**Function:** Teach 2D/3D modeling, animation and renderin using autodesk 3D Maya

**Tools:** Adobe photoshop, autodesk maya,