

UX & UI Design, Motion Graphics, Iconography, Branding, Infographics, **Content Creation & Project Managing**

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Looking For

Bringing joy to others.

Designing projects with a unique, down-to-earth vision while valuing all the involved parties. A working culture in which I can express myself creatively while responsibly managing my working hours. Leading creative projects by guiding myself and my peers towards excellence in our craft.

Entrepreneur (Founder)

Offering

I'm a Senior User Interface Designer with a Bachelor's Degree in Graphic Design from Universidad de Monterrey with a specialty on Information Design.

9+ years of experience in branding, graphic design/ video project management, and content strategy & creation. Thriving in a fast-paced environment while managing multiple projects and consistently meeting tight deadlines. Always looking for improvements.

Accenture México | 2021 - Present

UX Engineering Senior Analyst

Freelance Motion Graphics

Various Companies | 2012 - 2021

In my time at Accenture, I've taken various projects with different clients and responsibilities:

- Defined the Motion System Guidelines (including logic, principles, preset times and animations), created 50+ UI components (based on atomic design principles)set up 20+ interaction prototypes for the Design System of one of the 25 Best Large Workplaces in **Consulting and Professional Services companies**
- Design Lead for the information & digital services department branding projects, company comms, intranet and general visuals from the one of the Top 25 global oil and gas company
- Redesigned an existing B2B leading Tire company portal, while leading customer workshops sessions
- · Proposed features, designed from scratch and optimized a complete B2B portal for a leading candy brand; based on customer interviews and feedback the final design and video presentation was praised by client's leadership internally

Concordia Studio | 2019 - 2027 By creating my startup, I helped clients with the following tasks:

- · Implemented innovative brand strategies and solutions for entrepreneurs and small businesses which included but not limited to co-developing e-commerce focused websites and social media campaigns
- Proactively engaged and maintained strong working relationships with clients, which enhanced communication and improved efficiency
- Led client discoveries and developed strategic recommendations designed to inspire, differentiate and deliver results through creative ideation and brainstorming sessions.

As a freelancer I developed brands, ads, promo materials and diverse projects.

The highlights are:

- · Animated billboards "Madrid Cultura Abierta" for Ayuntamiento de Madrid
- "UDESIGN 2016" speaker introduction animations for Universidad de Monterrey

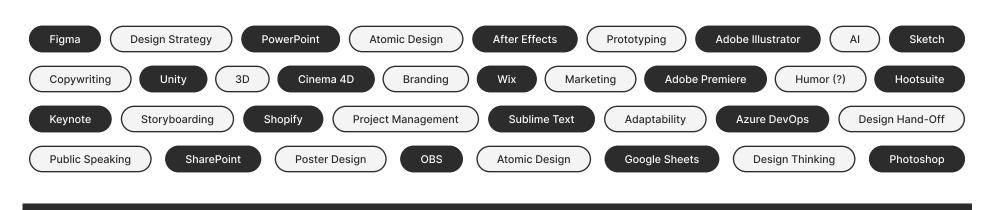
Collaborated with Cofradia Studio to produce Internal Company animations for international clients such as Ternium, Merck & Co., Orange Group and Photofolio

Elemental Studio | 2018 - 2019 Creative Lead: Web, UI/UX & Motion

- · Developed key UX and UI designs, as well as app animations for iOS Music App
- · Project manager for all social, website and ad-campaign content, UI designer also developed website UI proposals and assisted with video creation for one of the Top 5 Entertainment Companies in Mexico
- · Coordinated ad spots for TV, movie theaters, and social media for one of the Top 3 streaming service in Mexico

2015 - 2016 **Creative Design Coordinator** Besser Energy |

Developed, designed and supervised the production for a cleaner brand with updated stationery, corporate documents, keynote presentations, photography, animations and web design.



References details available upon request

hugovillarreal.com

Team

& Comm

Collaboration

How to touch

someone's

heart

MS, Digital Media Design The University of Edinburgh | 2022 - Present

Current Grade: 71% / A3

- Developed a 3D-Film from scratch using Cinema4D to model & render assets
- · Developed Unity retroinspired game

Universidad de Monterrey | 2012 - 2016 Degree in Graphic Design

 Member of Honors / Leadership Program

Final Grade: 94 / A

- Member of High Performance Program
- Obtained Intercultural Skills Degree
- · Concluded exchange program in Woodbury University with a final score of 3.93/4.00

Trainings & Certifications

Age Fine-tuning your ChatGPT **Prompts**

> Gen Al Essentials

Interaction

Information in

the Digital

Design

Gen Al for Ul Designers

Make **Enemies** & Gain Fans

with design Carnegie's Design Systems

Skills for Team Success PowerSkills: Storytelling

Dale

PowerSkills:

Improv skills

development

applied to

creative

Agile for

Executives