



Hugo Villarreal

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

Contact:

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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.

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.

UX Engineering Senior Analyst Accenture México | 2021 - Present

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

Entrepreneur (Founder) Concordia Studio | 2019 - 2021

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.

Freelance Motion Graphics Various Companies | 2012 - 2021

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

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

- 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

Creative Design Coordinator Besser Energy | 2015 - 2016

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

Skills and tools proficiency:

- Figma, Design Strategy, PowerPoint, Atomic Design, After Effects, Prototyping, Adobe Illustrator, AI, Sketch
- Copywriting, Unity, 3D, Cinema 4D, Branding, Wix, Marketing, Adobe Premiere, Humor (?), Hootsuite
- Keynote, Storyboarding, Shopify, Project Management, Sublime Text, Adaptability, Azure DevOps, Design Hand-Off
- Public Speaking, SharePoint, Poster Design, OBS, Atomic Design, Google Sheets, Design Thinking, Photoshop

References details available upon request

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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 retro-inspired game

Degree in Graphic Design Universidad de Monterrey | 2012 - 2016

Final Grade: 94 / A

- Member of Honors / Leadership Program
- 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

Interaction Design	Team Collaboration & Comm	PowerSkills: Improv skills applied to creative development
Information in the Digital Age	How to touch someone's heart with design	Dale Carnegie's Skills for Team Success
Fine-tuning your ChatGPT Prompts	Design Systems	PowerSkills: Storytelling
Gen AI Essentials	Make Enemies & Gain Fans	Agile for Executives
Gen AI for UI Designers		