Yan Escandón

UX-UI DESIGNER

As a UX designer with a passion for creating intuitive and impactful digital experiences, I bring a blend of creativity, technical acumen, and user-center mindset to every project. With 10 years of experience in the field, I have honed my skills in prototyping, coding html and css, user research, interaction design and oriented detail. My goal on every project is to seamlessly blend user needs with business objectives, crafting solutions that not only delight users but also achieve measurable results. Through a collaborative approach and a dedication to continuous learning, I strive to create amazing experiences and helping businesses grow.

Personal Information

Yanet Escandón

T. (044) 7772203794

Portfolio: yan-escandon.work

Languages

English (Advanced / Intermediate)
French (Advanced)
Spanish (Native)

Certificates

DELF, diplôme d'études en langue française
Toefl ITP

Interpersonal & technical skills

Web [HTML+CSS]
Content Management
UX Research
Prototyping
Design thinking
Operational Excellence
CMS
Creative
Teamwork

Software/Knowledges

Adobe Photoshop
Adobe Dreamweaver
Adobe Ilustrator
AEM
InVision
figma
CSS3
HTML5
Bootstrap
Wordpress
Office
Visual Studio

Education

2020 *Master of Cognitive Sciences*
Universidad Autónoma del Estado de Morelos
UAEM

2017 *Postgraduate in advertising, MKT & SM*
ENEB Business School of Barcelona (online)

2013 *Bachelor degree in Graphic Design*
UNISOL Universidad del Sol

2013 *Web design / Diplome, CSS, HTML, PHP*
Universidad Autónoma del Estado de Morelos
UAEM

Work experience

Content Management Analyst
TATA consultancy services
2023-2024

Successfully migrated Herbalife.com for 60+ countries onto the AEM platform, including regions such as LATAM, APAC, and NAM

UX/UI Designer
Populicom
2023

Redesigned the corporate website for FirstBank, serving Puerto Rico, Florida, and the Virgin Islands
- Maintained communication with development, design, and marketing teams to collaboratively develop web components in alignment with client guidelines and user requirements
- Collaborated closely with designers and developers to create intuitive and user-friendly web platforms
- Conducted usability testing, gathered feedback

Content Management Analyst
IT - Seekers-HCL
2020-2022

Developed multiple AEM web pages based on international market requirements using the latest versions of AEM software
- Utilized Agile methodology to enhance project management and team collaboration
- Reported and document technical problems
- Optimized metadata for multiple assets

Front End Designer
CASES Consorcio
2018-2019

Created and supported the corporate website (CMS), as well as the graphical user interface for Inexped, a public works management software
- Created corporate design presentations and visual designs for user interfaces based on user requirements and customer inputs
- Developed creative mockups, wireframes, and prototypes

Web Design & Workshop
DA7OS Applications
2017-2018

Teaching and Content Design of a Web Design Workshop
- Conducted training sessions on web design principles and practices

Developed User Interface for Prosa HR System

Senior Designer
Red Ring
2017-2018

Graphical user interface design for in house Human Resources software
- Designed user interface components
- Implemented features based on business requirements and user requirements

Senior Web Designer
National Institute of Public Health
INSP México
2011-2017

UX-UI for diverse public health platforms
- Created responsive websites using HTML5, CSS3, Bootstrap, and Visual Studio
- Designed public health advertising supported by desktop research
- Maintained several public health websites and updated the visual design of entomological surveillance platforms and systems

ACHIEVEMENTS & PROJECTS

Website Redesign for FirstBank
Populicom PR 2022-2023

Creation of institutional website
For National Laboratory for the Production and Analysis of Molecules and Biotechnological Drugs (LAMMB)
UNAM 2017

Dashboard and User Interface
For PROSA Human Resources web application
DA7OS 2017

User Interface for the mixed APP
For UNILEVER Autonomous maintenance service management
WEYKHANS SOFTWARE 2016

User Interface Design & Coding (HTML, CSS)
For an Entomovirological Surveillance system
INSP National Institute of Public Health / Cenaprece 2016

User Interface Design & Coding (HTML, CSS)
For an Information System on Migration, Health and Human Resources
INSP /UNOPS/Ford Foundation 2015

User Interface Design & Coding (HTML, CSS)
For a Geographic Information System (GIS) for monitoring and surveillance of tobacco control
INSP National Institute of Public Health 2015

User Interface Design & Code
For SICAM V2 *Cancer Information System in Women*
INSP National Institute of Public Health 2011

Thesis Degree
Graphical User Interface Design as a software quality factor (SICAM V2 Redesign)
INSP, UNISOL 2013