



PAUL CERVANTES

Visual Designer

OBJECTIVE

To use my skills as a Visual Designer to help people and communities grow socially and economically.

SKILLS

- Experienced in Agile Methodologies and Design Thinking
- Highly organized and a good time manager
- Bilingual can fluently speak Spanish and English
- Skilled at UI/UX and responsive design
- Skilled at corporate identity design and branding
- Knowledge of front-end technologies such as HTML and CSS

EDUCATION

2004 - 2012

- **Cetys University | B.DEs. Graphic Design**

2010 - 2011

- **Soonchunhyang University | Exchange Student Program**
Went on a 3 semester exchange program to South Korea.
Required to tutor (1:1,1:2) Korean students with conversational English while participating in full time classes.

2006 - 2006

- **De La Salle Bajio University | Exchange Student Program**
Went on a one semester exchange program to Guanajuato, Mexico



WORK EXPERIENCE

- 2018 - Present** ● **Visual Designer | BBVA Mexico**
- Team member in charge of BBVA Mexico Design System
 - Designing responsive user interfaces in Sketch and Figma
 - Low and high fidelity prototyping using tools such as InVision and Axure
 - Face-to-face usability testing and remote testing with Maze
 - Training development teams on Visual and Experience Design
 - Creating and improving work processes between designers and developers
 - Working with Agile and Design Thinking methodologies
- 2017 - 2018** ● **Design Team Lead | Advancio**
- Led a design team focused on insurance and banking projects.
- 2016 - 2018** ● **University Teacher | CETYS University and UAD University**
- User Interface Design Teacher
 - Web Design and HTML/CSS Teacher
 - Design Project Management Teacher
- 2016 - 2018** ● **Freelance Visual Designer | www.paulcervantes.design**
- Specialized in UI Design and branding projects.
- 2012 - 2016** ● **Senior Graphic Designer | Taller Ciruela**
- Web design, app design, branding, signage and stationary.

VOLUNTEER

- April 2016** | **Organic farms volunteer | WWOOF Canada**
- Volunteered at 2 organic farms in Vancouver, Canada.