

# Juan Ignacio Serra

## UX/UI Designer

64-20 Saunders St. C-08  
New York, NY 11374

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### Juan Ignacio Serra

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I am a Visual Designer specialized in digital interfaces and user experience. My constant curiosity has led me on a path of deep self study and made me an Internet of things aficionado and a multidisciplinary project leader.

**Portfolio:** <http://portfolio.jiserra.com>

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### Skills

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Visual web & mobile designer, Interactive prototyping, Research, User testing and Information architecture. Front-end development skills (HTML, CSS, SCSS, JS, PHP).

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### Experience

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#### Front Edge Digital / UX/UI Designer

JUL 2017 - PRESENT, NEW YORK, NY

**Clients:** FPX. Led UX and IA for FPX's new product suite in a fast-paced agile environment. Gathered requirements from clients and conducted focus group to discover user needs. Designed adaptive layouts to maintain a consistent user experience across the product. Delivered high quality design docs: sketches, sitemap, user flows, wireframes, mockups, prototypes and specifications.

#### Freelance / UX/UI Designer

MAY 2016 - PRESENT, MDP, ARGENTINA / NEW YORK, NY

**Clients:** Several startups & companies like Spotluck, The Vane, Voyager. Design work and consulting jobs specialized in Mobile applications. Responsive website designs and development.

#### Devspark / Senior UX Designer

OCTOBER 2014 - APRIL 2016, MAR DEL PLATA, ARGENTINA

**Clients:** AMC Health - Dow Jones  
Design mobile and web interfaces, define features, create wireframes, create interactive prototypes, interviews, research, user testing.

#### Lateral View / UX/UI Designer

SEPTEMBER 2012 - OCTOBER 2014, MAR DEL PLATA, ARGENTINA

**Clients:** Yosko, Kollektiv, Fitbark, Diario La Nación, Formafina.  
Design visual interfaces for mobile applications in iOS and Android, define product features, create web interfaces, front-end coding.

## **Freelance / Designer - Developer**

MARCH 2008 - SEPTEMBER 2012, MAR DEL PLATA, ARGENTINA

Design and develop websites. Wordpress templates and customization. Small PHP systems. Design banners and templates for email marketing.

## **Osmosis D.C. / Designer - Developer**

FEBRUARY 2005 - MARCH 2008, MAR DEL PLATA, ARGENTINA

Design and develop websites. Small PHP/MySQL CMS's. Design banners and templates for email marketing.

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## **Education**

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### **MDP Community College / Graphic Design and Visual Communicator**

2000 - 2004, MAR DEL PLATA, ARGENTINA

### **CEM 37 / Bachelor of Science in Biotechnology**

1996 - 1998, SAN CARLOS DE BARILOCHE, ARGENTINA

### **Dante Alighieri Institute**

1994 - 1995, SAN CARLOS DE BARILOCHE, ARGENTINA

### **Woodville English Primary School**

1987 - 1993, SAN CARLOS DE BARILOCHE, ARGENTINA

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## **Languages**

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**English:** Working proficiency level.

**Spanish:** Native speaker.

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## **Other**

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Mac user since 2008.

Bohemian Coding Sketch user since pre 1.0 early days.

Framer prototyping lover.

Started recently building my own native iOS/Android apps with FUSE.

Made several things with Raspberry's & Arduinos.

Guitar, bass, drums and keyboard player.