

Gino Salguero

UX-UI DESIGNER | SOFTWARE ENGINEER

Lima, Perú | +51 978702706 | ginoesaul.dev@gmail.com

Portfolio: www.ginoesaul.com

Linkedin: www.linkedin.com/in/ginoesaul/



Professional Experience

Public Website Lead | Telefónica Hispam

Jun 2023 – Present

- Responsible for the health and performance of the Movistar public websites across several Latin American countries, focusing on key KPIs such as UX, SEO, CRO, and overall performance.
- Led the automation of website evaluations across multiple markets and implemented strategic plans to boost KPIs.
- Conducted UX-focused redesigns and A/B testing via AB Tasty to improve conversion rates on landing pages and user flows.
- Directed UX projects using the Double Diamond methodology, from research and ideation to prototyping and usability testing.
- Led the migration of a dynamic website to a static version, significantly improving performance and reducing annual maintenance costs.
- Contributed to the development of a multi-regional design system to streamline design and implementation across web and app platforms.

Diseñador UX – UI | Telefonica Hispam

Jul 2022 – May 2023

- Carried out redesigns and optimizations for both web and app platforms across multiple Latin American markets, following a robust UX process.
- Conducted end-to-end research and testing through workshops, interviews, surveys, service blueprints, empathy maps, customer journeys, tree testing, and card sorting.
- Designed and oversaw the development of functional prototypes, usability tests, and user validations to ensure continuous improvement.
- Led the Digital Onboarding project aimed at reducing customer service calls by supporting new customers through digital self-service journeys via app or WhatsApp.
- Designed user flows to guide new customers through digital channels, enabling self-management of common issues during their first month.

UX–UI Designer | Valtec Consultores

Oct 2021 – Mar 2022

- Conducted research, wireframing, prototyping, and usability testing across a variety of consultancy-led projects.
- Led stakeholder meetings to validate proposals and iterate based on client specifications.

Full Stack Developer | Divelia Studio

Sep 2020 – Mar 2021

- Built front-end interfaces using Vue.js across several client projects
- Developed back-end services in Python to support a range of consulting initiatives.

Education

UX-UI Expert **2023**
ITBA Escuela de Innovación

Bachiller en Ingeniería de software **2017-2022**
Universidad Nacional Mayor de San Marcos

Certifications

- **Advanced UX-UI Expert Certificate, ITBA Escuela de Innovacion** **2023**
- **Mobile UI Design, IxDF -The Interaction Design Foundation** **2023**
- **Mobile User Experiencia (UX), IxDF – The Interaction Design Foundation** **2023**
- **Design Thinking for Innovation, Coursera** **2022**
- **Scrum Fundamentals Certified, SCRUM Study** **2022**
- **UX/UI Designer: Diseño de Experiencia de Usuario, Toulouse Lautrec** **2021**
- **Create High-Fidelity Designs and Prototypes in Figma, Coursera** **2021**
- **Build Wireframes and Low-Fidelity Designs and Prototypes in Figma, Coursera** **2021**
- **Foundations of User Experience (UX) Design, Coursera** **2021**
- **Start the UX Design Process: Empathize, Define, and Ideate, Coursera** **2021**
- **Create High-Fidelity Designs and Prototypes in Figma, Coursera** **2021**

Technical Skills

Diseño y analítica :

- Figma
- Wireframes
- Prototyping
- HTML / CSS / Vue.js
- User testing
- Maze
- Design Systems
- Clarity
- Google Analytics
- Looker Studio
- Power BI
- AB Tasty

Methodologies & Languages

- Advanced English
- SCRUM
- Double Diamond