

EXPERIENCE

UX Design Advisor

Plain Concepts
Since April 2011

As Plain Concept's UX Design advisor

- Defined and set in practice an User Centered Design methodology for the UX Design team / department of the company; it intends to change how PlainConcepts shows itself to future clients through project proposals and how it internally crafts User Interface Designs and builds Software; It is also aimed to improve the results of the design team and part of the the development team, as it is specifically tailored to the team size and talent composition.
- By implementing these organized methodology tools and working with them with other team members (and clients) definitively raised my working peer's conscience about the importance of UCD for the creation of digital products: software and services.
- Evangelized about the principles of good design, the value of documenting design, the correct use of prototypes, wireframes and sketching, UCD methodologies and the use of other different tools for conceptual design.
- Directed an internal talk destined to help key members inside the company about basic concepts of UX, interface patterns, and the future of UX Design.

As a Senior UX Designer

- Successfully leading the conceptualization and design of complex projects from these stages: early definition, lead project proposal, iterative design development, documentation, client support, Q.A. and final delivery. The application of UCD methodologies are being key to create great value and results in which clients are proving to be quite satisfied with.
- Helped raise the skills of other members of the UX Design team by facilitating ideation and by backing up arguments regarding design decisions while facing clients, other team members and company upper management.

UX Director

Media Net Software
Sept – Nov 2010

As the UX Director at MediaNet Software

- Engaged in the creation of commercial proposals for potential clients and projects by using my knowledge in UX projects development, specially regarding key points: planning, work schemes, deliverables and client interaction.
- Planned and started implanting UX related work methodologies in current and new projects, teamed with project managers and company directors.
- Evaluated and chose the tools, material and literature needed for creating reusable work standards between projects. Also made available UX related information, bibliography and extra curricular activities to the team members.
- Kept myself on the loop with the kind of work being done by each UX team member and supported them in what was possible at the moment.
- Started to put in motion the use of internal communication tools for the diffusion of knowledge and inquietudes of the UX team members.
- Made echo in the company's direction of the interests and necessities of the team regarding their professional trajectory.

With Ready4Ventures:

- Wrote an exhaustive jargon-free heuristic analysis for the application's usability, accompanied it with direct observations and general directives for fixing usability problems related with interaction and graphic design.
- Redesigned existing aspects of the internal UI: user interaction flows and polishing details of the design, also defined critical aspects of the UI for new functionalities (e.g. investment networks).
- Created the Information architecture, wireframes and interaction of the new landing page (unlogged users & visitors), taking in account the kind of information to be published.
- Completely redesigned the look & feel of the landing page, wrote the html and css.

**Project Manager
and Interaction
design Consultant**
DNX

Sept 2009 – May 2010

At Movistar's Imagenio / DNX

- Project Manager and Interaction designer for Movistar's Imagenio, an IP-TV service with more than 740.000 clients in Spain, raised an exceptional relationship with the Client (Telefonica's IPTV Competence Centre) and main software developer (Alcatel- Lucent)
- Delivered and maintained 14 application interaction guides including: System wide UI behavior, Remote controller interaction (buttons + hardware design), On demand (aka Video Club) product purchasing and management, Online TV shows recordings, TV Guide interaction and UI algorithm.
- Wrote a detailed and jargon-free interaction document for third party developers in 4 countries, defined guidelines for look & feel and whole application iconography, worked with Client departments, In-house / Outsourced designers and technical partners to manage and deliver all documentation within aggressive deadlines.
- All interaction guides and documents were destined to be used in 4 countries: Spain, Brazil, Argentina and Chez Republic.

At Vivu.es / DNX

- Interaction designer, Information Architect, UI designer for the first Spanish social network for Bipolar disorder www.puedoser.es, delivered: visual thinking graphics for sales process, high definition wireframes and interaction documentation, paper prototypes, content map, navigation tree, UI and Graphic design in several iterations with the client and fellow PHP developers.
- UX design for www.puedoser.es was delivered within 8 weeks of intense work.
- Interaction designer and Graphic, UI/graphic designer, basic HTML/CSS code for various sections of the online health network www.vi.vu, specifically: sign-up process and account's services description.

**Interaction
Designer**

Adesis Netlife
Feb 2009 – Aug 2009

At Caja Madrid's outsourced UX Team / Adesis

- Definition/Design of complex interaction flows for critical business processes of Caja Madrid, production of necessary IxD + IA + UI deliverables.
- Fixed incorrectly specified patterns and maintenance of existing patterns, Contributed in creating new content for the company- wide Interaction and Web design patterns of the Multi-channel Guide.
- Decision maker and manager in the definition of final deliverables to be produced by Caja Madrid's outsource companies: Content organization models, Content maps, Wireframes and Interaction design specification documents.
- Overseeing the correct application of existing interaction patterns of the Interaction Guide by several Caja Madrid's inner and outsourced developments in various projects and areas.
- Support to Caja Madrid's outsource companies and the inner design team by easing guidance and feedback in all Interaction design matters.

LANGUAGES

Spanish: Mother tongue · **English:** Fluent · **Catalan:** Basic

EDUCATION

- › Workshop "From Service Design" to "Designing Services" – h2i Institute – Madrid, February 2012
- › Nielsen Norman Group – Usability Week 2007 – London, May 2007
- › Informa Catorze – Information Architecture for the Web – Barcelona, February 2007
- › Web Fundamentals 2006 – International Congress – Oviedo (Spain), October 2006
- › Universidad Fermín Toro – Computer Sciences – Venezuela, 1993 – 2000

ONLINE

- › franklinandrade.net/about-me
- › behance.net/franklinandrade
- › twitter.com/franklinandrade
- › linkedin.com/in/franklinandrade
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