

Estanislao Vizcarra

UX/UI Designer based in Tijuana, Mexico • stanmx@gmail.com • <https://www.linkedin.com/in/estanislao-vizcarra/>

Hello, I'm a designer with over 18 years of experience, specializing in crafting clean, user-friendly digital products. Dedicated to simplifying workflow processes through custom, user-centered digital product design, bringing attention to detail in collaborations with major binational brands.

Experience

Freelance UX/UI Designer

Freelance • Feb 2024 – Present

As a freelance UX/UI Designer, I collaborate with clients on complex digital platforms across multiple industries. Recent projects include a logistics ERP, a real estate management system with its own design system, subscription and point-of-sale workflows informed by research, an Electronic Health Record (EHR) for therapists, and a CRM for a POS rental company. I also design websites in WordPress/Elementor and support data modeling to ensure solid information architecture.

Multitaskr

UX/UI Designer • Oct 2020 – Feb 2024

Drove the early stages of product development, focusing on requirements gathering, UX strategy, and design to ensure alignment with user needs and business objectives. Developed high-fidelity interactive prototypes in Figma to communicate complex user flows and visual designs to stakeholders, while collaborating with tech, marketing, sales, and inspections teams to create cohesive user-centered experiences. Conducted user research, including interviews and usability tests, to gather insights that enhanced product usability, and led a small team consisting of a UX designer and a creative developer to carry out research, discovery, design, and prototyping.

Morzan Corporation

New Product Development Manager • Sep 2013 – Oct 2020

Seven years leading the tech department, delivering high-quality products on time while collaborating with senior management and the marketing team to conceptualize new solutions that expanded and diversified the business portfolio. Designed high-fidelity prototypes in Sketch and Marvel to communicate design concepts and functionality, conducted user research to ensure alignment with user needs, and managed client relationships by addressing expectations and recruiting new business to drive growth.

Freelance Web Designer

Freelance • May 2011 – Aug 2013

Designed and developed responsive websites using HTML/CSS, JS, and Ruby on Rails to ensure a seamless user experience across all devices, while managing client relationships and leading a small team of freelance developers to deliver projects and drive business growth.

Hi-Tek, Inc

Head of Programming • Feb 2006 – May 2011

Five years leading the tech area and guiding a team of web developers to deliver high-quality results, while designing and developing web applications with PHP, Ruby on Rails, HTML/CSS, and JS to create user-friendly solutions.

Education

Computer Systems Engineering

Instituto Tecnológico de Tijuana • 1999 – 2006

Skills

Languages: Spanish (Native) and English (B1).

UX/UI Design: User Experience Design, User Interface Design, Prototyping and User Research.

Web Development: HTML/CSS, JS.

Current Tools: Figma, WordPress, Elementor and Jira.