



GABRIEL HIDALGO

UI & Digital Designer, HTML, CSS • UX Enthusiastic.

I am dedicated to developing digital products and I like to be part of the process from the initial ideas to the final implementation. I normally begin answering key questions like *why?*, *what?* and *how?* This way, I can get a better understanding about the specific problem that I have to solve. I use a flexible process to achieve a final solution, as I consider different business' requirements. I always try to do early user testing (MVP's) on the products I work on.

I'm a UX enthusiast and my biggest goal is to help users to reach a great and

memorable experience across the products that I work on.

My diligent work ethic and mature problem-solving process make me a great asset to any company or business.

I'm a highly technology-focused and skilled professional. I keep up to date with the new softwares and platforms that can potentially improve my workflow. However, I'm sceptical of trends and instead I prefer to use tested standards, keeping a simple and neat workflow.



Technological skills

- Sketch (+Plugins)
- Invision, Craft
- Material Design
- HTML, CSS (Sass & Less)
- jQuery (Libraries)
- PHP (Basic) & Wordpress
- Atom, CodeKit
- Bootstrap 4
- Litmus, Email on Acid
- MailChimp



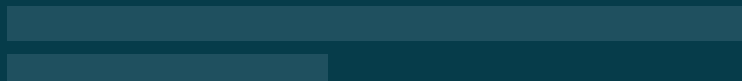
Workflow - UX Process

- Define the problem
- Gather info, Research (UCD)
- Pain points vs. Goals
- Identify User Type (Personas)
- Ideation (Possible Solutions, "HMW")
- Storyboards and Scenarios (Ideal future)
- Information Architecture (Cardsorting)
- User's tasks flow
- Sketches (Pen and Paper)
- Low Fidelity MVP
- Usability tests



Digital Designer - UNSW Sydney, Creative Design Team.

March 2017 - May 2019.



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