Oscar Armas

Lover of design, sports, art, and life, each new experience, no matter how hard it may be, leaves learning, new perspectives and paths.

Creative by nature and experience; Designer by academic knowledge, passion and conviction, with experience in different areas of design, strategies and media. Currently I can say that my profile is as a digital designer. I'm very interested in User Experience, I think that a design has to be functional, not only preety.

For the same reason, I start a course in UX / UI design, to keep myself updated on Research techniques and new software. At the end of this I'll start one of advanced UX / UI design.

As I mentioned before, although my profile is as a digital designer, I have experience in different areas. In my first jobs I had functions of Traditional Design, print, Advertising, Marketing, Editorial Design, etc.

It was in my second job where the interest for digital media was born, because one of my functions was to update the website and the intranet of the company.

After that, I received the opportunity in Grupo Elektra as a Web Designer, I learned a lot because I participated from collecting the information or requirement with the users to the final design, going through the process of delivering proposals to the users, when they choose one, I had to do everything in Html and Style Sheets to develop. There, in addition to web pages, I had to design mobile applications, especially for internal administration.

They send me to Bogotá Colombia for about a year, they were opening a new company and they wanted to replicate the way of working in Mexico.

After this I have specialized in UX / UI, I used to participate in very large projects, some of them from the Mexican government, I really like to work in projects from the beginning to the end, because I think knowledge can be used in a simpler way. I've been in Research, wireframing, prototyping, reviewing usability. And in the case of the webpages, make them fully responsive.

This year I have been more in the web world, managing a site built in WordPress where I only have to upload content. I also had a very large project for the Bimbo group, passing a Design to Html files, CSS, and when some JavaScript was needed.

UX/UI Web Designer