



Dorian Alcalá

I'm a **Product Designer** with a background in banking, fintech, and government projects. My areas of expertise are UX Research, Interaction Design and UX Writing.

Places I have worked

GFT Group · UX/UI Designer

Feb.2020 - currently

SANTANDER BANK: CREATING A NEW PLATFORM FOR CUSTOMER SUPPORT

- Gathering requirements & analyzing them to generate UX roadmaps.
- End to end design process (research, wireframes, UI Design, prototyping, testing, collaboration, feedback & delivery).
- Designing reusable atomic components for the project's library.
- Workshops with the Design team to improve design practice.

GFT INNOVATION LAB: DESIGNING GFT'S DESIGN SYSTEM

- Designing responsive components for GFT's Design System.
- Conducting research of good practices on component design.
- Running usability tests of components designed.

BBVA: INTEGRATING TELEMARKETING SERVICES FOR INSURANCES SALES

- Generate documentation of my design process.
- Voice Interface Design of a IVR system to pay for insurance policies.
- UI Design of a quotation web platform for Telemarketing executives.
- Usability testing of voice and web interfaces.

White Rabbit · UX/UI Design Consultant

Nov. 2019 - Feb. 2020

PROJECT: UI REDESIGN OF WRABBIT APP

- UI redesign based on the brand's look & feel.
- User research to validate and propose new features.
- Designing a Style Guide to keep consistency.
- Workshops with founders to define main features.
- Collaboration & handoff to the development team.

Digital Government Office - Presidency of Mexico · Service Design Subdirector

Dec. 2018 - May 2019

PROJECT: IMPROVING INFORMATION ARCHITECTURE OF GOB.MX

- Redesigning the user flow to find government services.
- Wireframing the government priority programs pages.
- Planning card sorting workshops to redesign the Information Architecture of the entire website.
- Redesigning the user flow of searching and requesting a passport.

Studies & certifications

Mobile UX Design

INTERACTION DESIGN FOUNDATION

Coursing now

Scrum Developer Certified

SCRUM STUDY

Finished on August 2020

UX/UI Design Certified

IRONHACK BARCELONA, SPAIN

June - August 2018

B.A. in International Relations

ITESO GUADALAJARA, MEXICO

2009 - 2014

I know how to

Make UX **roadmaps**

Conduct user **research**

Design user **interactions**

Design user interfaces (**UI**)

Prototype & **test** interfaces

Prepare & lead **workshops**

Present & **justify decisions**

Design & use **Desygn Systems**

Generate design **documentation**

Work with **multi-disciplined teams**

Tools

Sketch

Maze

Figma

Miro

Invision

Zaplin

Frameworks

Design Thinking

Scrum/Agile

Human-Centered Design

Soft Skills

Organization

Communicate ideas clearly

Teamwork

Give & receive feedback

Time management

Negotiation with stakeholders

Flexibility & adaptation

Languages

Spanish (native)

English (advanced-C1)

French (beginner)

Get in touch

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