

# I'm César Paredes,

As a **User Experience and Interaction Design specialist**, I bring a unique blend of skills and experience to the table. With a background in communications, sociopolitical studies, and graphic design, I have a **diverse perspective** that allows me to challenge assumptions and approach problems from multiple angles. Over the past **10 years**, I have honed my **skills in user research, scenario planning, and product design**, working with clients ranging from small clothing startups to some of the largest media conglomerates. I am passionate about using design to **create meaningful, user-centered experiences** that delight and engage users.

## Experience

### Idat SAC

Part Time Teacher | May, 2023 – Ongoing

- Teaching Advergaming as part of the Graphic Design career program

### Freelance Work

Product Designer | Dec. 2022 – Ongoing

- Independent game designer and developer
- Service and product design for startup project
- Product Design consultant as independent contractor
- Web design and coding for pet adoption site (Personal project)

### Belatrix Software - A Globant Division

Sr. UX Designer | Nov. 2019 – Nov. 2022

- Salesforce - Gamified E-Learning Progress Tracker
- WellSky - Patient & Hospice Management
- CNA National - Claims Adjudication System
- Auna - Care Centers Queue Management
- Rockwell Automation - Client Services & Assets Management
- Directv - DesignOps Within a Digital Transformation Process
- BetetrMe for Globant - Self-Management Platform
- FIS - Loyalty App

### Yanbal International

Sr. UX Designer | Jul. 2019 – Oct. 2019

- Rallyware Style Guides
- Style Advisor's Product Ordering System
- iPaper for New Digital Catalogue

### Belatrix Software

Sr. UX Designer | Oct. 2017 – Jul. 2019

- Fluor - Resource Expenses Management Dashboard
- NEC Healthcare - Biometric Identification Research
- BCP - UX Team Training
- Lyra (Formerly Solar Design Tool) - Full Redesign
- Belatrix's Internal Meeting Room Booking System
- WhiteWater - White Label App (Vantage)
- Cvent - New Digital Products Design

### Orbis Ventures - Grupo El Comercio

UX Analyst | Abr. 2015 – Abr. 2017

- NeoAuto - New vehicles storefront concept
- MasEducación Portal - New Digital Product
- Orbis Ventures Media Kit Template - UX/UI Design
- Aptitus TCN - UX/UI Design
- Aptitus - Re-Design

### De Lujo Real Estate

Creative & UX Consultant | Oct. 2014 – Mar. 2015

- Services and Full Website Re-Design

### Efact SAC

Chief Communications Officer | Set 2013 – Jun. 2014

- Fintech User Research and User Testing.

### Temple Accesorios SAC

Creative Supervisor | Jun. 2012 – Jul. 2013

- Ox Brand Development and Creative Platform Design

## Education

### GameDevTV

Jun. 2022 – Ongoing

- Complete C# Unity Game Developer 3D Online Course
- Complete C# Unity Game Developer 2D Online Course
- Unity Mobile C# Developer Course
- Complete Blender Creator 3.2: Learn 3D Modelling for Beginners
- Blender Character Creator v2.0 for Video Games Design Course
- Blender Environment Artist v2

### Platzi

Mar. 2021 – Ongoing

- Video Game Production
- Video Game Creation
- Video Game Design

### IDEO-U

May. 2019 – Jun. 2019

- Human Centered Service Design

Sep. 2016 – Oct. 2016

- From Ideas to Action (Ideation & Prototyping)

### Coursera

University of Pennsylvania - Mar. 2019 – Apr. 2019

- Gamification

CalArts - May. 2016 – Jun. 2016

- Introduction to Game Design
- Story and Narrative Development for Video Games
- Character Design for Video Games
- World Design for Video Games

### Instituto Toulouse Lautrec

Mar. 2010 – Dec. 2012

- Creative Advertising

### Instituto Tecnológico del Norte (Now CIBERTEC)

Jul. 2008 – Jun. 2009

- Graphic Design Program

### Universidad Privada del Norte

Mar. 2004 – Dec. 2009

- Law and Political Science

### Languages:

- English (Advanced)
- Spanish (Native speaker)

## Summary of Qualifications

### Proficient in:

- UX Design
- User Personas
- Flow maps
- Wireframes
- Prototyping
- User Interaction
- User research
- User testing
- Design Thinking
- Service Design
- Sketch
- Figma
- Affinity Designer
- ProtoPie
- Blender
- Unity



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