Eliot Nieto

User Experience Designer

I aim to enhance people's lives through meaningful experiences that help solve everyday problems through design.

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WORK EXPERIENCE

Senior User Experience Designer

Oct 2024 – Today HCLTech

- Production support design for public webpage version.
- User flow analysis and refinement and component library audit, focusing on usability and accessibility.

Senior User Experience Designer

Feb 2018 – May 2024 Herbalife

- User–centered design solutions using design thinking within the SAFe framework.
- Collaborate with cross–functional teams to align design with project goals.
- Design wireframes, and high–fidelity interactive prototypes to communicate design concepts effectively.
- Maintain design system libraries and style guides for consistency across products.

Web Projects Manager

Sep 2016 – Feb 2018 Brandhouse Marketing

- Web design and development for microsites, landing pages, and corporate websites.
- Design process collaboration from user brief, information architecture, to final UI.
- Working closely with graphic department for delivering stunning visual experiences.
- Website optimization for SEO, Google Analytics, and performance.

Web & Graphic Designer

Mar 2015 – Feb 2016 ENNOVATIONS Technologies & Marketing

- Responsive website design (Wordpress + CSS + JavaScript + Bootstrap + PHP)
- Graphic design for marketing (logo design, business cards, flyers, sales sheets, and brand identity manuals).

Web & Graphic Designer

Feb 2013 – Mar 2015 SWSMexico

- Responsive website design (Wordpress + CSS + JavaScript + Bootstrap + PHP).
- Dynamic web applications development (PHP + MySQL + JavaScript + AJAX).
- Tech support and training for end users.

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EDUCATION

Computer Systems Engineer
2006 – 2011   Instituto Tecnológico de Matehuala

COURSES AND CERTIFICATIONS

Gamification: How to Create Engaging User Experiences
IN PROGRESS   The Interaction Design Foundation

Design for Adaptability: Component-Driven Information Architecture
2024   The Interaction Design Foundation

UserZoom Advanced Certification
2022   UserTesting

UX Writing: How To Use Words As A Design Power Tool
2021   The Interaction Design Foundation

Web Design for Usability
2021   The Interaction Design Foundation

Microsoft® Certified IT Professional (MCITP) Server Administrator on Windows Server® 2008
2011   Microsoft

SKILLS

| UI Design | Figma | Sketch | User Testing | Usability Testing | User Research |

| SAFe | Adobe Creative Suite | Photoshop | Illustrator | Accessibility | SEO |

| Mobile First | Gamification | Wireframing | Microanimations | Wordpress | SCSS |