Francisco Valdez

From Argentina. Born 30 June 1987
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Hello there!
I'm a designer with a huge passion for exploring the mix between user experience and technology. I love products. I love ideas. I love the hard work that delivers *great* work and sharing that effort with brilliant people. I'm always on the look for new challenges, so if you think I'm your candidate, get in touch!

UX/UI DESIGN SKILLS

User research & usability evaluation

Discovery planning, user interviewing, heuristic evaluations, user satisfaction surveying, user testing, analytics, focus groups, etc.

Information Architecture

Wireframing, card sorting, flow design, low and high fidelity prototyping, etc.

Visual design

Gestalt, typography, composition, color, grids, hierarchy, icon design, etc.

Interaction design

Usability patterns, accesibility, etc.

OTHER SKILLS

Communication

Presentation and keynote addressing, client communication.

Teamwork

Great relationship with devs and managers.

Basic development

Frontend: HTML, CSS, SASS, JavaScript *(including some patterns)*, EJS, responsive.
Mobile: Swift, OOP, Objective C

And also...

Video editing, animations *(After Effects basics)*, photography, illustration *(basic)*.

FORMAL EDUCATION

2001 - 2004 • EET Nº6 Buenos Aires
IT Bachellors Degree

2005 - 2012 • FADU - Universidad de Buenos Aires
Graphic Design

2013 - 2014 • FADU - UBA *(Incomplete)*
Masters degree in Design Teaching

EXPOSITIONS & PUBLICATIONS

2008 • Centro Cultural Conex - Information Arch.
Texto en la ciudad

2008 • Publication - Information Architecture
Ud. está aquí

2009 • Centro Cultural Recoleta
Muestra Interdisciplinaria de Diseño Gráfico

2010 • Centro Cultural Recoleta - Video art
Fase 2

2011 • UNTREF Museum - Video art
Hay Máquina

2013 • Centro Municipal de Exposiciones
Festival Digital de la Ciudad de Bs. As.

WORK EXPERIENCE

2004 • Lupart S.A.
IT Internship

2007 - 2010 • Inst. Corazón Eucarístico de Jesús
IT Teacher *(High-school level)*

2010 - 2014 • The Brandbean
Sr. Graphic Designer

2014 - 2015 • Latin3
UX Designer

2010 - currently • FADU - UBA, Cátedra Zachín
Professor - Graphic Technology

2016 - currently • FADU - UBA *(Incomplete)*
Sr. UX Designer

LANGUAGES

Spanish • *Native*

English • *Fluent*

German • *Amateur*

COMMON TOOLS

Photoshop, Illustrator, Sketch, InVision, InDesign, Premier, After Effects, Keynote, VS Code/Atom, etc.

LA GALAXY

The game facing app

CHALLENGE

One of the main icons in the MLS, LA Galaxy partnered with GlobalLogic to offer a new "digital experience" centered on fans at the stadium. The project lasted 6 months and delivered a mobile app for iOS and android.

TEAM & INVOLVEMENT

The team was comprised of mobile and backend developers, QA and 2 managers. Tight collaboration with the entire crew made for an amazing experience.
I was in charge of the UX and UI design, mentored by a senior design leader along the process.

REQUIREMENTS

• Native app for iOS & Android.
• Offline functionality was key
• Integration with many 3rd parties
• Ticket wallet & in-seat ordering
• Team and player information & stats
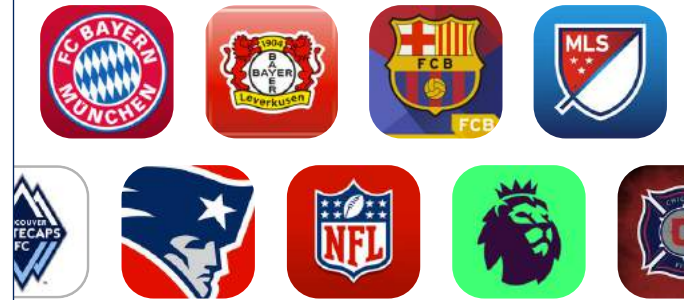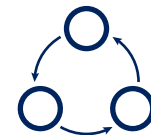• Live gamecast

Design process

01 RESEARCH

A deep look into similar apps revealed common pitfalls and challenges.

02 INFORMATION ARCHITECTURE

Grasping the many different types and of information was a key challenge. Early efforts were focused on finding a solid and cohesive architecture.
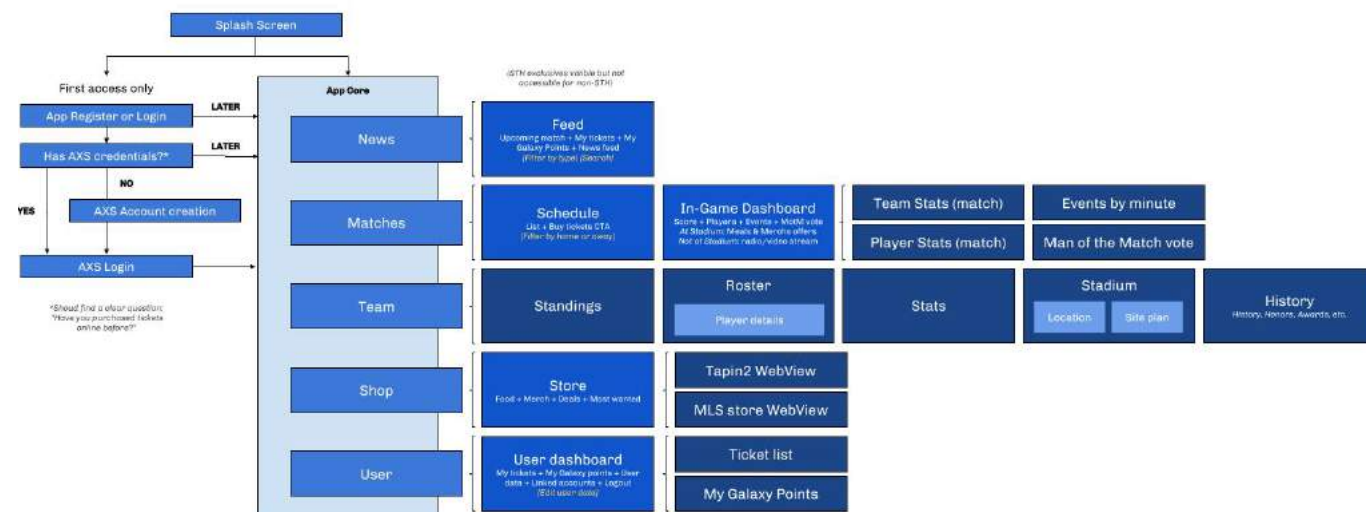
Team collaboration was key to the project. Regular (often daily) design review meetings were held. Each member of the team could weight in on the different design decisions.

Most sports apps rely on many **top hierarchy elements**, with some even having above 12. After some revisions we settled for just 5: home, team, matches, tickets & extras

LA Galaxy App Flow
v0.1

03 WIREFLOWS

This stage allowed for more detailed conversations and definitions with the team and the client.
Prototypes were built constantly to revise and improve the experience.

User testing was not available until late in the process.
So to minimize the learning curve, standard patterns were followed closely and only broken in specific places.
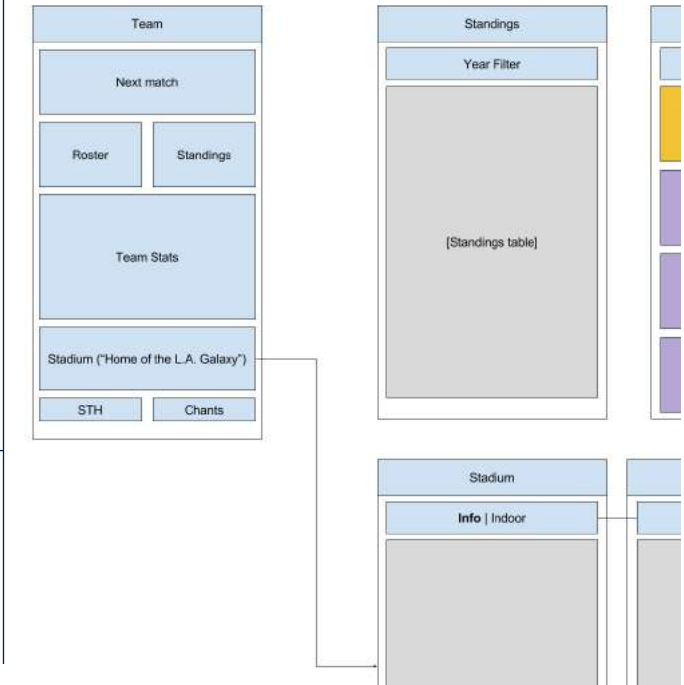
04 VISUAL DESIGN

A modular approach allowed to revise different elements many times without losing cohesion in the entire app.

05 USER TESTING

Testing was only possible at the last part of the process. One-on-one interviews were carried upon to validate the main design hypothesis.
Results were very successful, with 92% completion rate and a SUS score of 83.

Contextual dashboard

The app was focused on the gameday experience. However, many of the features which are crutial during the game become completely unusable the rest of the time.

To better accomodate these complexities, the home was designed as a dashboard that changes according to the context.

The cycle is handled automatically according to time and location, and offers the most relevant features for each moment.
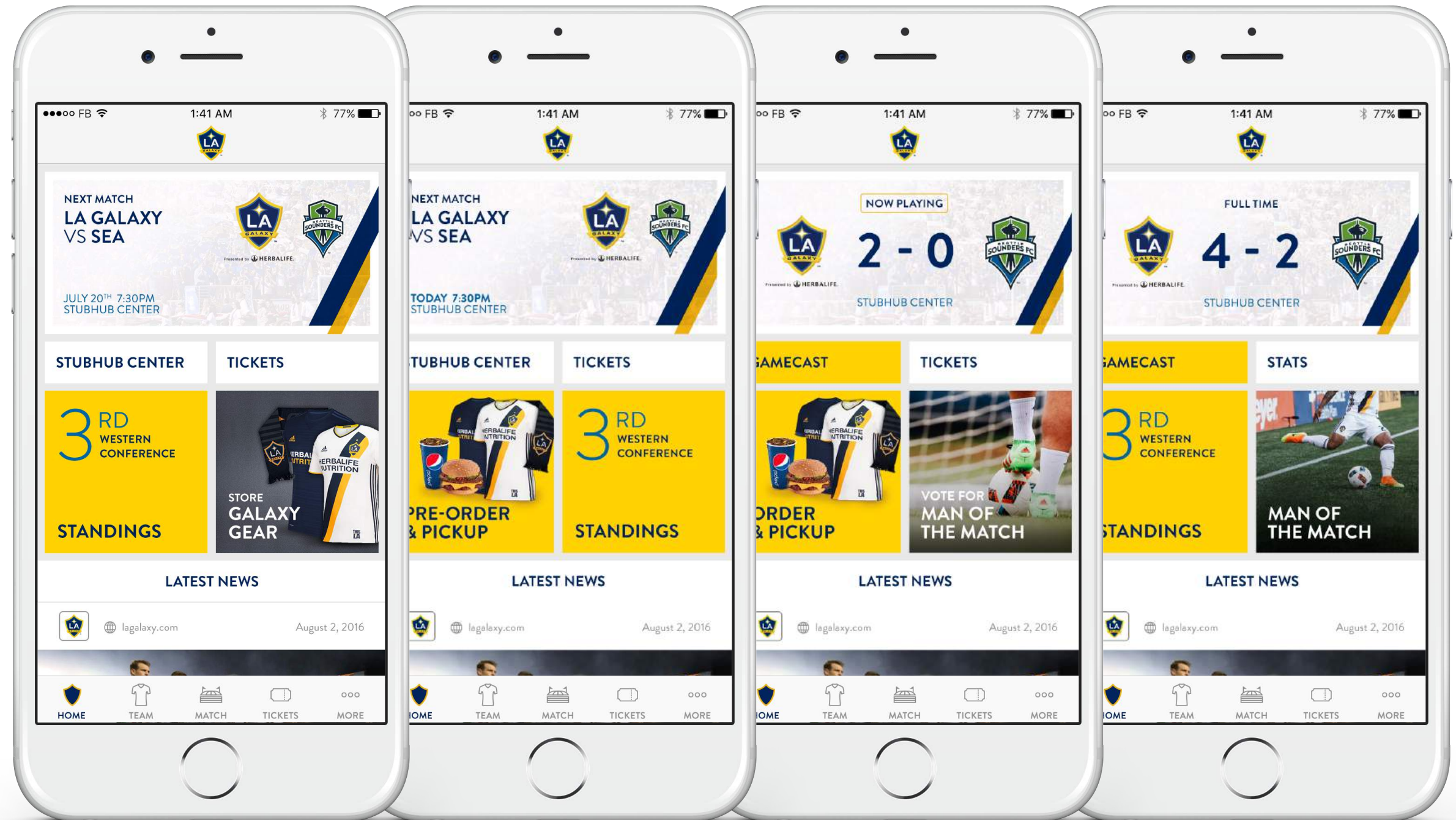
01 NON GAME DAY

02 GAME PREVIEW

**03** IN GAME

04 AFTER GAME

Scalable design

Part of the challenge in the design was keeping a flexible structure in order to add new features in future stages.
Also, part of the deal between the company and the club included selling similar apps for other teams. So the app was designed ready to scale and be reused with different styles and sets of features.

SPECIAL NIGHTS

The team has many different marketing campaigns.
Theme nights are one of the most popular and effective. Therefore, colors and images can be customized to fit each of these special events.
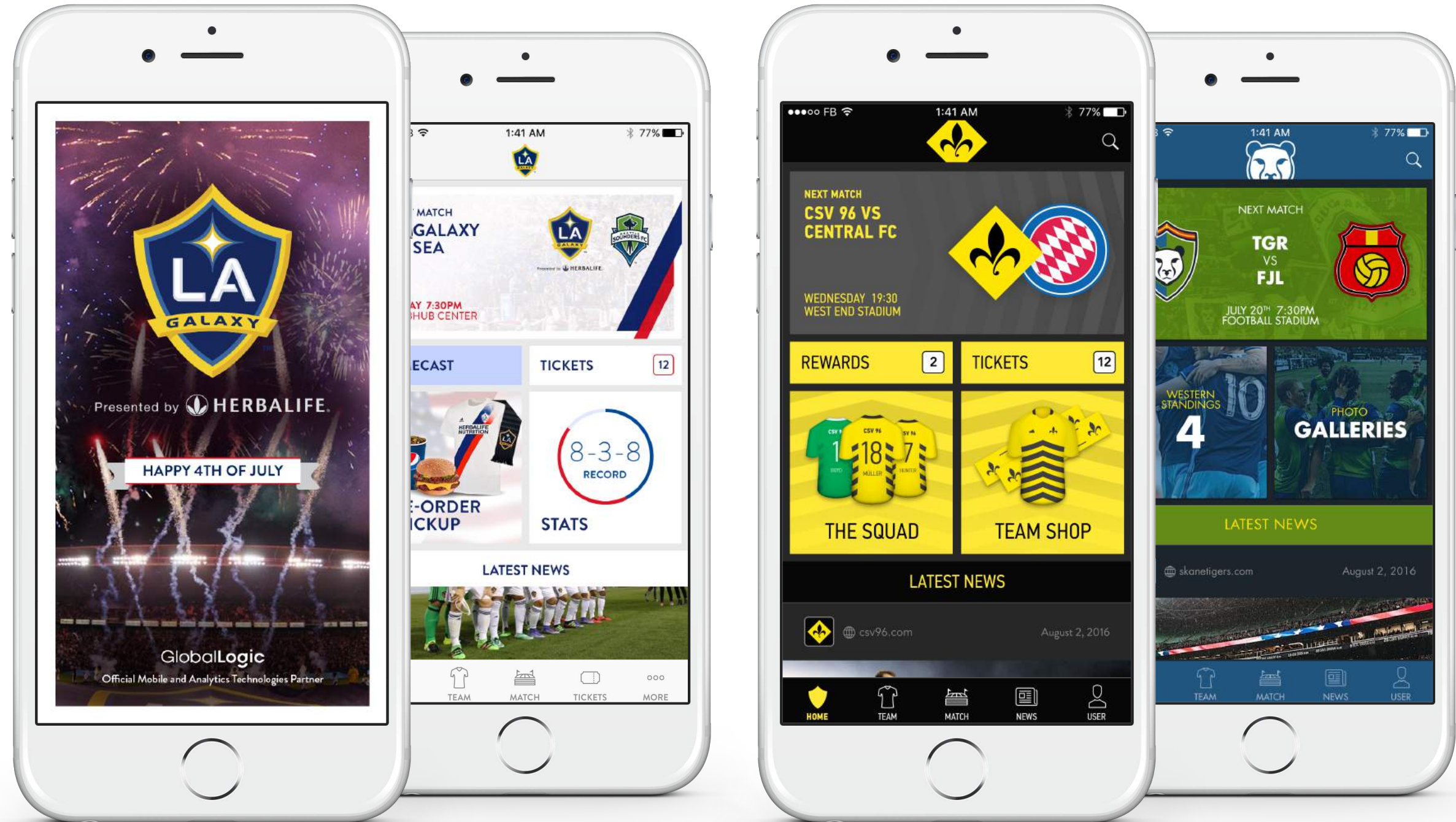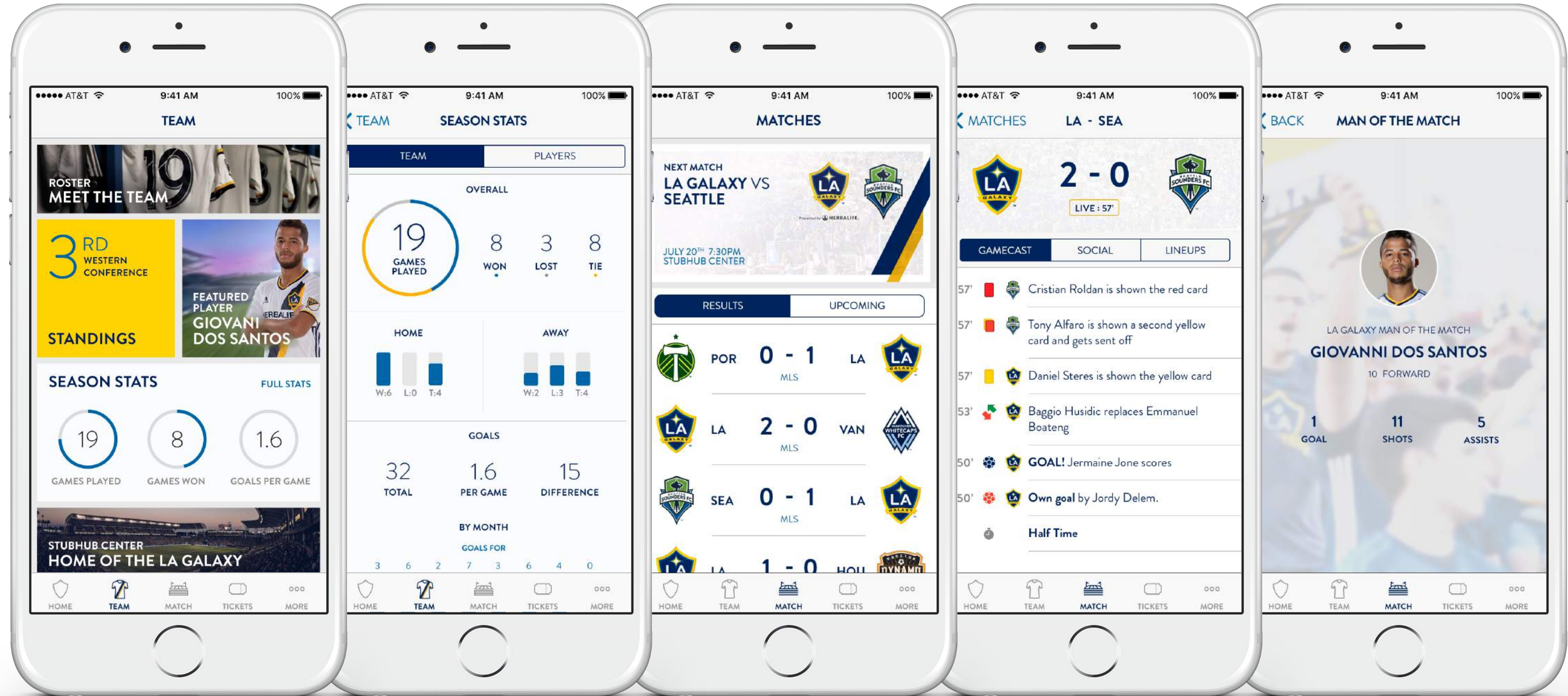
CUSTOMIZATIONS

4th of July

OTHER TEAMS

The app may be adjusted to fit other clubs

Features

TEAM INFORMATION

*Data is updated automatically
after each league game.*

TEAM STATISTICS

*Taken directly from
the league's official feed.*

RESULTS-SCHEDULE

*Combines all competitions
into a simple list.*

GAMECAST

*Shows minute by minute
game information*

MAN OF THE MATCH

*Fans can vote dor their
favorite player for each game*

COCA COLA FOR ME

The marketing and the radiowaves
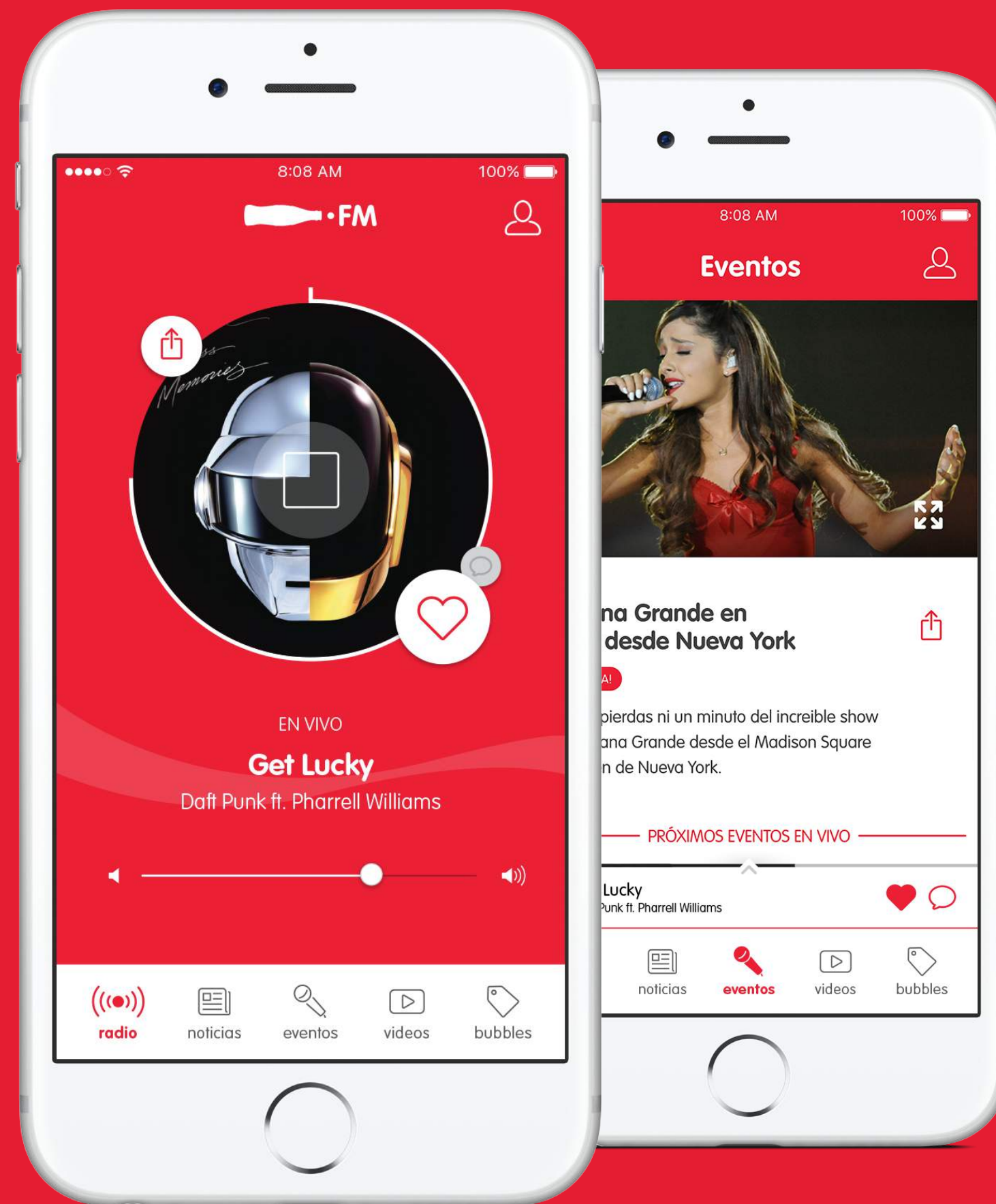
CHALLENGE

For Me is a radio station owned by Coca-Cola, with a straight aim at the young teen audiences. In mid 2015, the brand wanted to relaunch its digital presence, including live radio and event streaming and a brand new fidelity program called *Bubbles*.

TEAM & INVOLVEMENT

The team included a developer for each mobile technology, QA and management and a second UX designer. We were both in charge of user experience, visual and interaction design.

REQUIREMENTS

- Native app for iOS & Android.
- Live audio & video streaming
- Loyalty reward program
- Flexibility to feature different marketing and artistic activities.
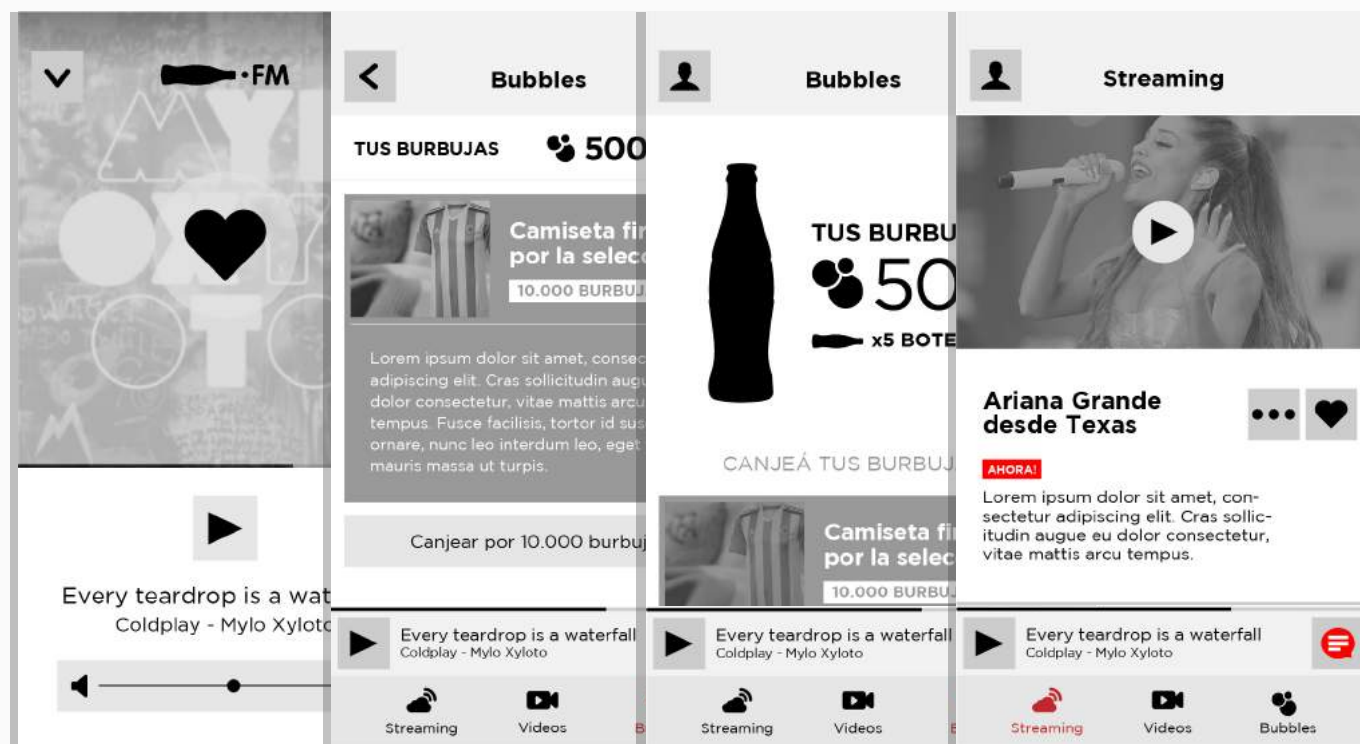
Design stages

01 INFORMATION ARCHITECTURE

Card sorting helped find a first hierarchy for all the features in the app. The competing intend of the key features was an important challenge to consider.

02 WIREFLOWS

Grasping the many different types and of information was a key challenge. Early efforts were focused on finding a solid and cohesive architecture.


03 USER TESTING

Two different solutions to the top hierarchy navigation emerged. To help analyze strengths and shortcomings, users tests took place.

One-on-one interviews were carried, each comparing equivalent tasks on both approaches. Users provided very useful insights.
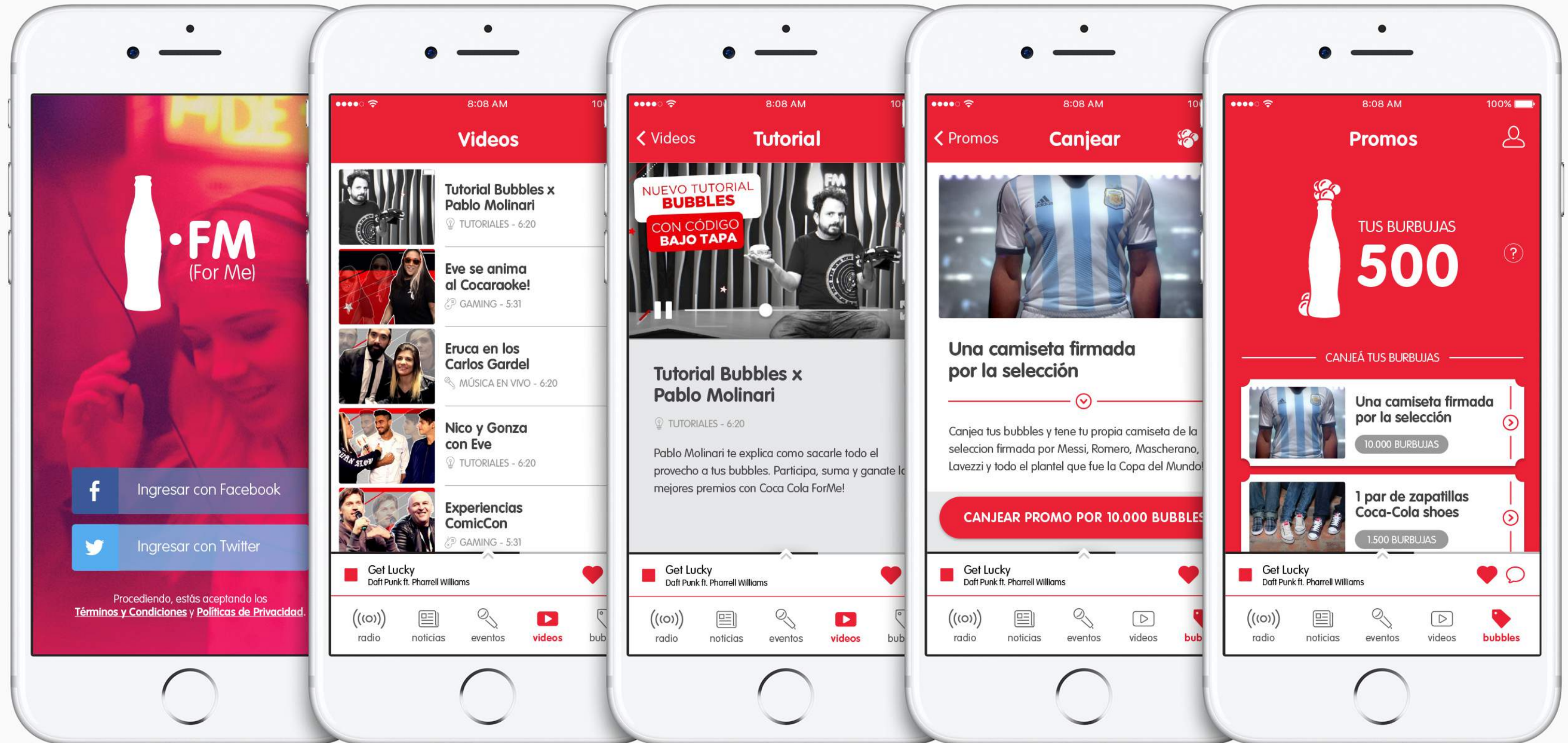

04 VISUAL DESIGN

With a decision taken on the navigation approach, efforts were focused on the final visual design.
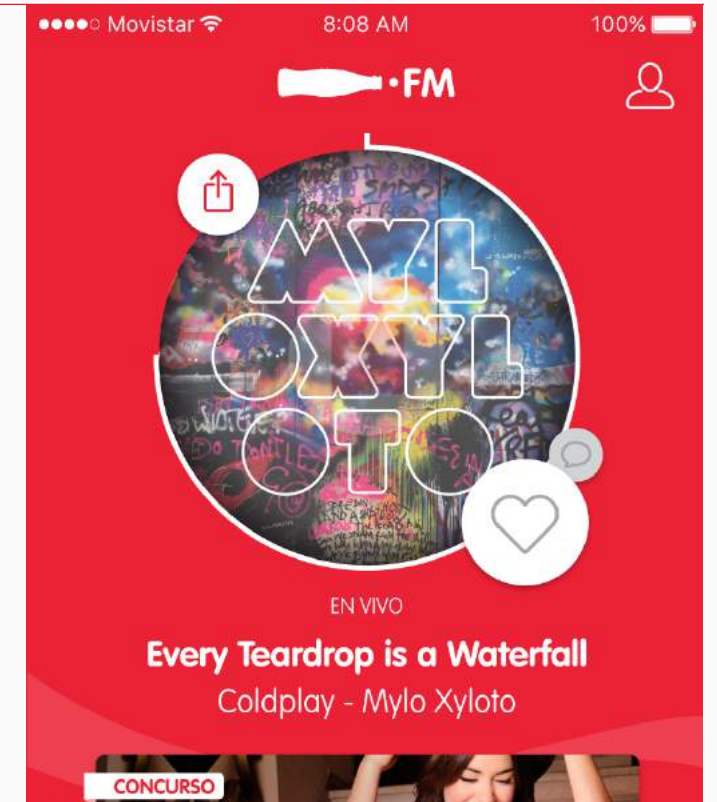
Features

ACCOUNT CREATION

Facebook and Twitter integrated login.

VIDEO GALLERY

Besides live video, an on-demand gallery of featured content was also included

NEW VIDEO STARTS

Fresh, aspiring young stars would be featured in the app.

FIDELITY PRIZES

Different kind of promos and prizes are available in exchange for bubbles.

E-COMMERCE

Points called bubbles would be awarded to promote interaction within the app

SCHWEPPES - CASSETTE LIST

Old school music sharing

CHALLENGE

Schweppes is one Coca Cola's most *mature* brands. Their campaign spinned around the experiences of growing in the 80s & 90s. GlobalLogic was asked to design and develop a landing page that mixed nostalgia with today's technical capabilities. The product allowed the user to choose a cassette skin, create a playlist with classics songs from that time and share it on their social platforms.

TEAM & INVOLVEMENT

The team was composed of 2 front end developers, a QA, tech lead and management. I was in charge of the UX and visual design, as well as the SVG assets animations & optimization. I also participated of the creative team that proposed the original idea to the client.

REQUIREMENTS

• Responsive web app, mobile first
• Spotify integration, providing songs and embedded player
• Cassette skinning
• Social sharing

Design features

PAIR DESIGN & DEVELOPMENT

Communication with developers is always important, but in this particular project, it was even more so.
Such complex visuals were only possible thanks to constant feedback and conversations with the front-end devs.

SVG CRASH COURSE

In the project I lead an effort to explore into SVG assets. Instead of using PNG images, we used a combination of masked JPGs, reducing file size to a 20% of what it was originally. The format also allowed us to include micro-animations on the cassette players.

FUZE TEA - MUSICAL FUSION

Your music style

CHALLENGE

In 2015 Fuze Tea kicked off a campaign around the funny quirks of our personalities. Music, of course, plays a central role in our lives. The app allowed users to engage in a "personality test" based on their music tastes. After logging in with Spotify, the app would offer a profile and generate a custom playlist.

TEAM & INVOLVEMENT

The project involved 2 front-end devs, QA & management team and a second UX designer. Both of us were in charge of the experience and visual design. We were also part of the creative team that delivered the idea.

REQUIREMENTS

• Responsive web app, mobile first
• Spotify integration, where users enter their credentials and the app provides a personality profile and generates a custom playlist.
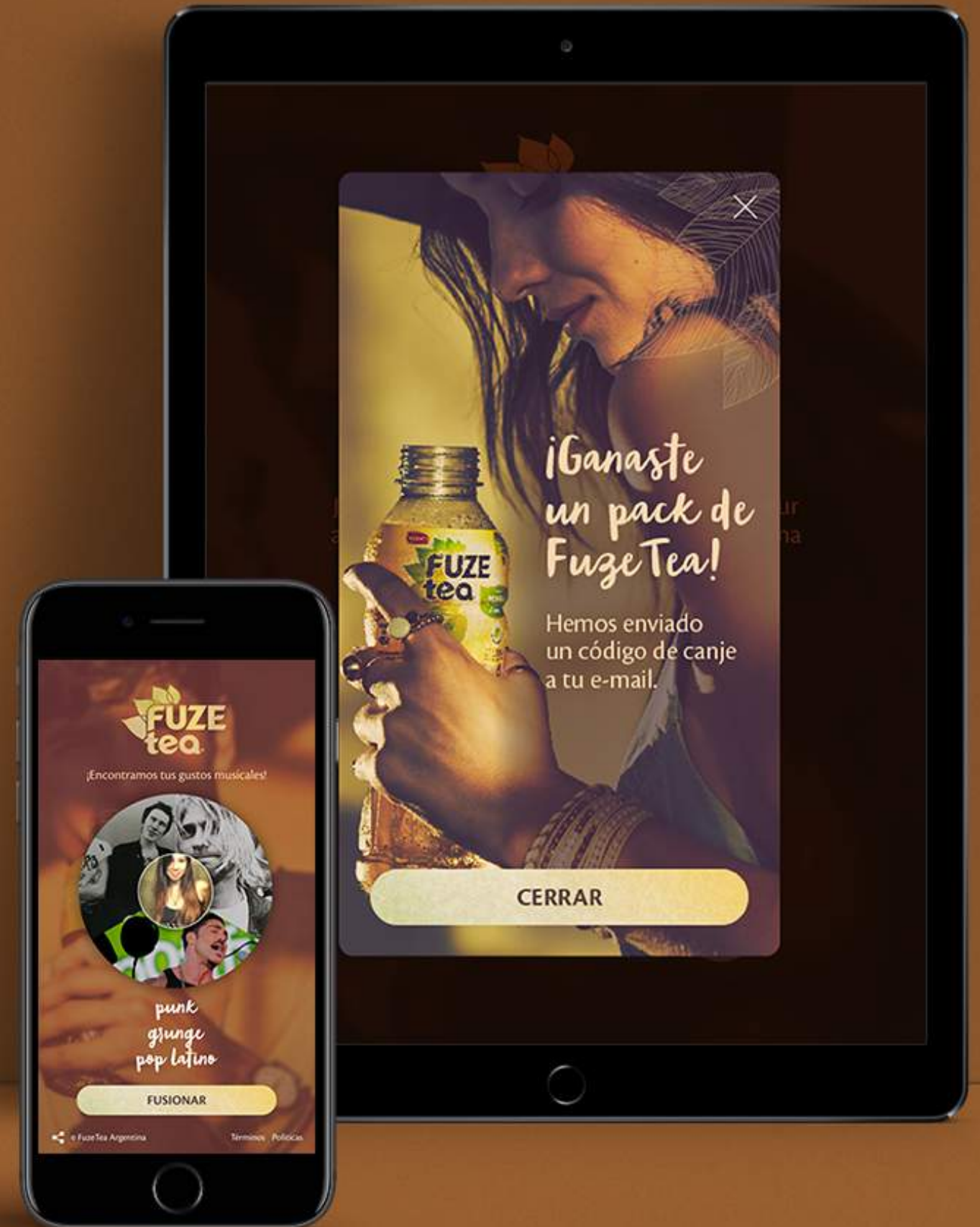
Say it with Coke

CHALLENGE

In mid 2015 Coca Cola started a campaign focused on emojis. Limited editions of their cans and bottles were printed and sold through the region. At GlobalLogic we were commisioned to create the digital expression of the campaign. The microsite allowed users to customize a Coke can or bottle with a message, an emoji and share it with friends.

ENDLESS COMBINATIONS

To expand the offer, we took the brand's original emojis and generated all possible variations using SVG graphics.

TEAM & INVOLVEMENT

The team was comprised of 3 front end devs, 1 QA and a second UX designer. Both of us were in charge of the user experience and visual design. I worked on SVG optimization.

REQUIREMENTS

• Web app
• Allows the user to choose a can or bottle, brand and emoji
• Users can combine parts to create their own emojis

Simple, handy tools

CHALLENGE

Some tasks can get repetitive. This array of sharply focused, one-job tools is an attemp at making them less of a chore. I started this as a relaxed side project at the office that slowly evolved into a greater suite of apps.

Mobile resolution multiplier

Heuristic evaluations

MULTIPLIER

This app was conceived as a quick guide for exporting assets for mobile apps in Photoshop and Illustrator.

HEURISTICS

Gives a simple, focused way of filling a heuristic evaluation. A report is automatically generated and heuristic rules are fully customizable.
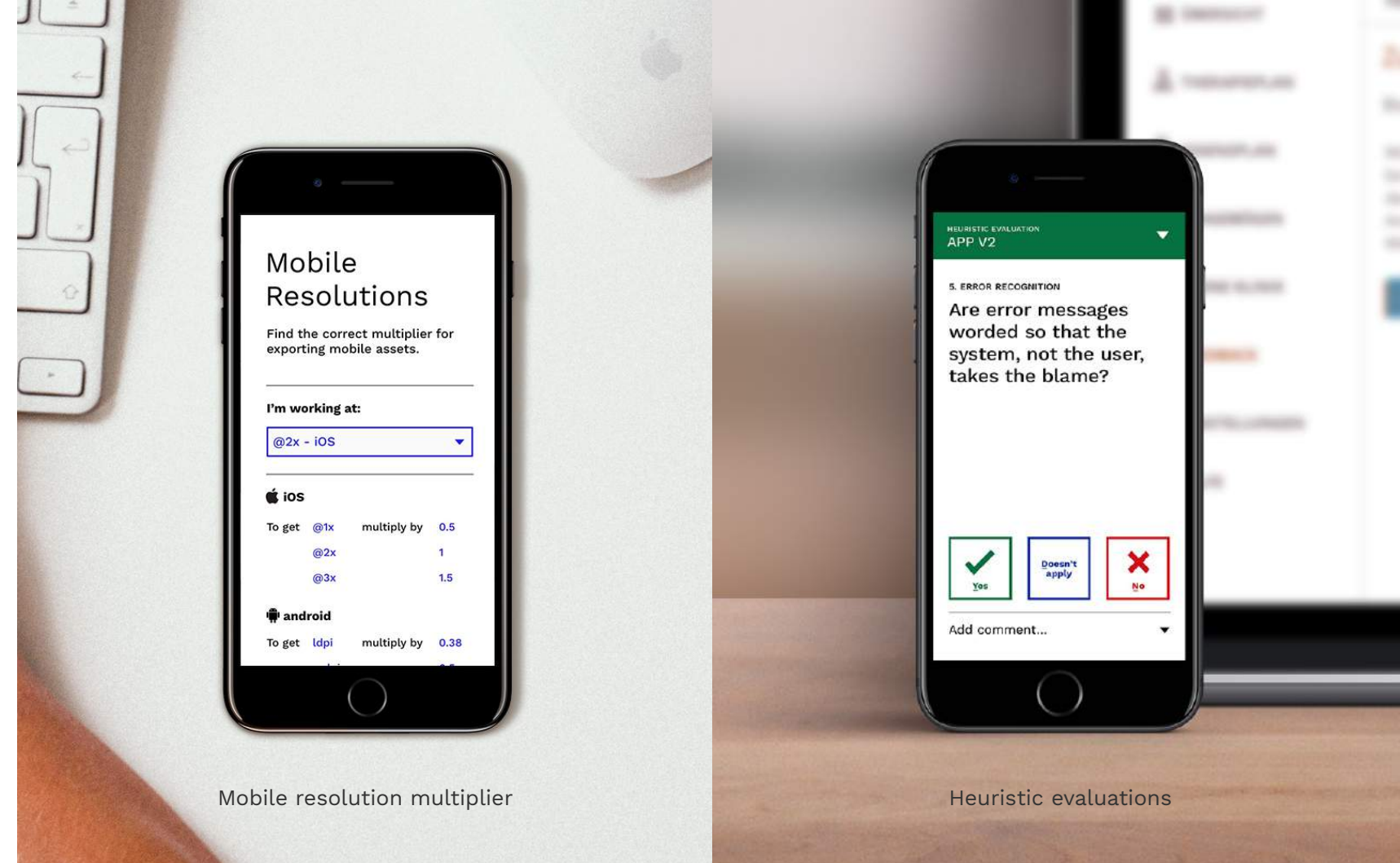
SUS

Allows the evaluator to create a standard System Usability Scale questionnaire. He/she can share it with their users remotely or face to face. The app automatically calculates score and average.

TEAM & INVOLVEMENT

Self-started in-office side project, involving different devs. I handled and coordinated the UX, design and did front end development for most of them.
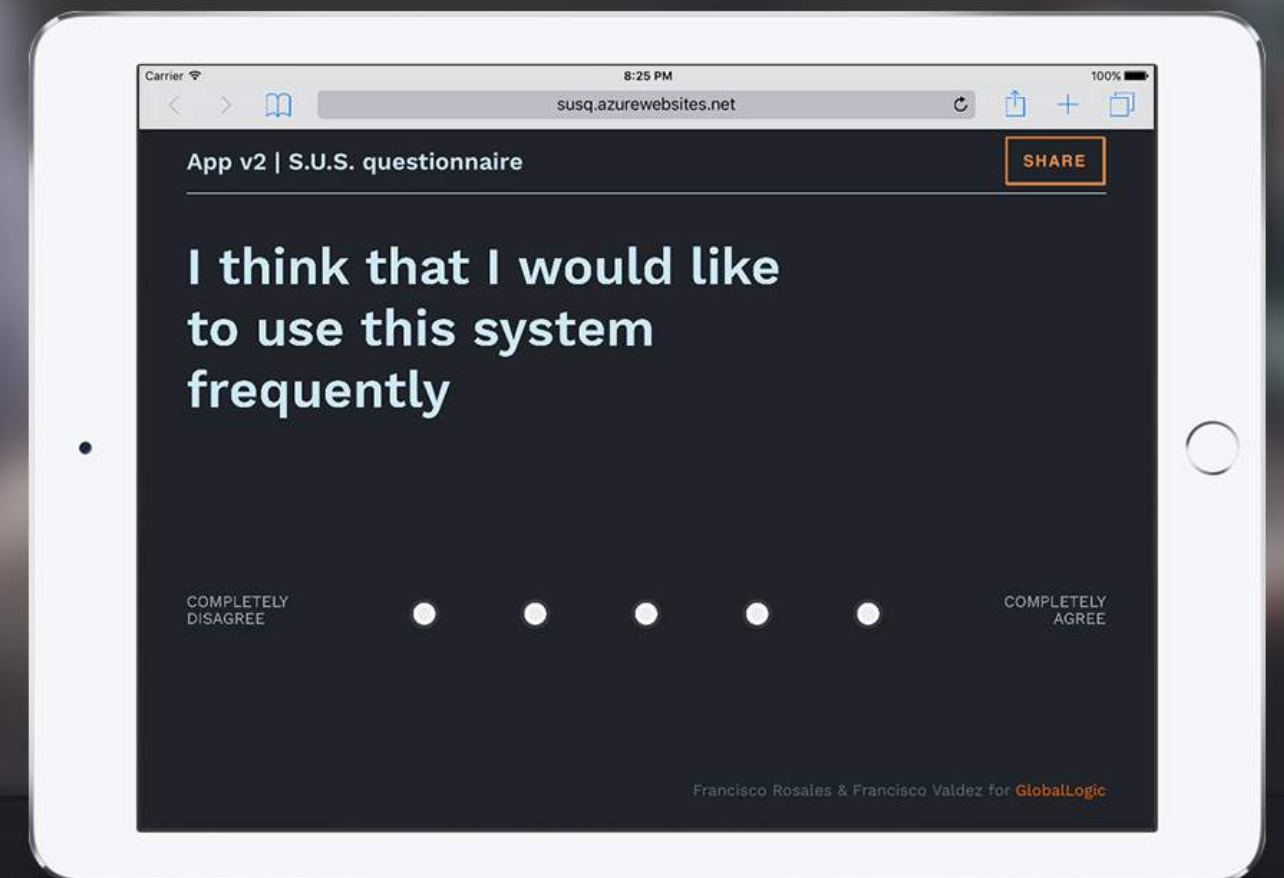
REQUIREMENTS

• Suite of small web apps
• Responsive apps

System Usability Scale Questionnaire

Learning by coloring

CHALLENGE

Teaching how color behaves is a huge challenge. While working with inks is relatively accesible, experimenting with RGB is much more complex. For that, we developed a simple web app that, combined with a filter, allows students to directly manipulate a color and understand its components.

RGB SYNTHESIS

The app uses a filter, a simple squared tube with a tracing paper "projection" screen. Red, green and blue are projected towards the tracing paper, where the resulting color gets synthesized.
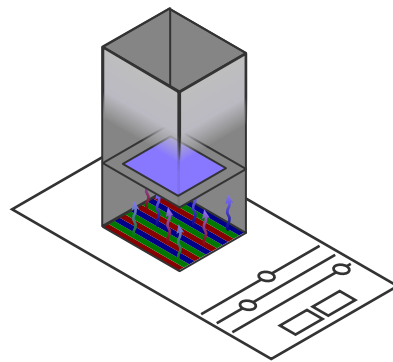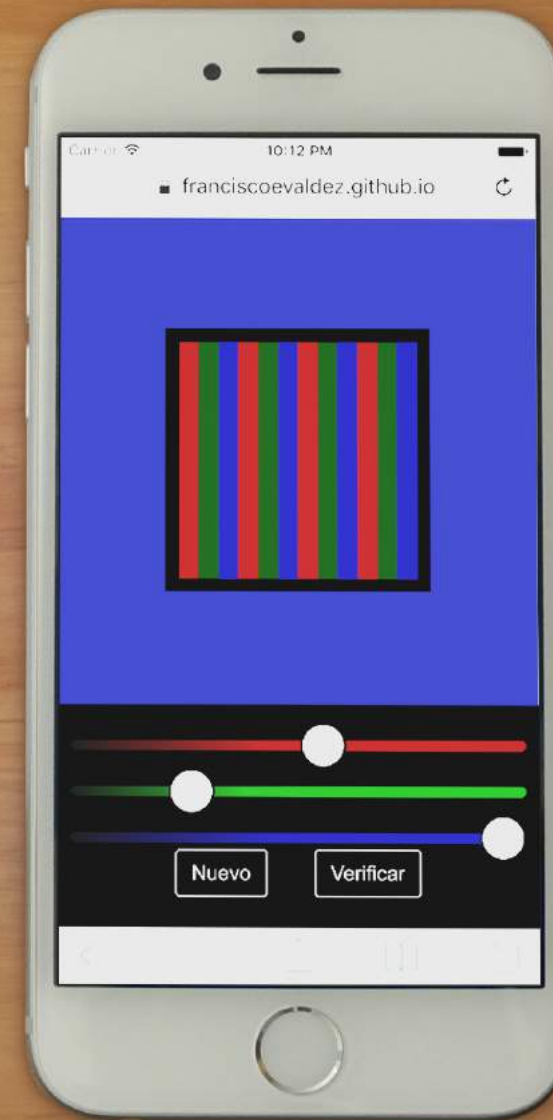

TEAM & INVOLVEMENT

This is a personal project. While initial concepts were explored with other professors, final design and development was done by myself.

REQUIREMENTS

• Web app
• Compares 2 colors and returns DeltaE or appropiate grading.

Red, green and blue have individual controllers

With the filter applied, the basic colors get mixed.

RESULTS

Matching is done calculating the DeltaE between the target and user color.
A less technical grading is also used, but code remains easy to edit in order to better fit each kind of course.
Informal tests were done in the classroom, returning very positive results.