Jorge Medrano

Product designer interested in innovation and travel technologies

dfmedrano@gmail.com   linkedin.com/in/jorgemedranoalvarez

ACHIEVEMENTS

I've designed over ten travel products. I recruited, selected and led a team of 15 designers. Together we launched over 20 products.

EDUCATION

Universidad de las Américas Puebla
Bachelor in Information Design
Puebla, Mexico. 2000–2004
I designed for my thesis a tourist information system for the historic quarter in the city of Puebla.

SKILLS

Design: Concept development and strategy, user flows and scenarios, user journeys, wireframing and mock-ups with Sketch and Photoshop.

Prototyping: Invision and Redpen for quick prototypes; HTML and CSS for detailed interactions.

Research: Interviews, A/B testing, heat maps and session recording, competitive and heuristic analysis, usability testing.

Collaboration: Facilitate design critique and review, requirements definition, communicate inside and outside the team, project and people management.

Tools: Invision, Optimizely, Sketch, HTML / CSS, Adobe Creative Suite, Git.

WORK EXPERIENCE

PriceTravel Holding, Head of Design

April 2017 – September 2018, Cancun Mexico

- Responsible for the design of all digital products of PriceTravel Holding
- Lead and manage a team of 15 designers, some working remotely
- Design and continuous improvement of the team's processes
- Collaboration with stakeholders and developers to advance design vision and practice
- Led the efforts to migrate operational teams in Colombia to the corporate software platform

PriceTravel Holding, Product Manager

April 2015 – April 2017, Cancun Mexico

- Research and launch of a new version of the corporate CRM which handles day to day operations for all business units
- Responsible for defining and approving the development plan with stakeholders
- Project leader for migrating a group of travel agencies in Colombia acquired by the company to the new software platform
- Designed and launched operational processes for telephone sales, payment verification, travel agencies and customer service teams

PriceTravel Holding, UX Design Lead

January 2013 – April 2015, Cancun Mexico

- Led a team of 10 designers, some working remotely
- Worked together with developers and stakeholders from concept through release
- Project lead for the company mobile website and native apps (iOS, Android)
- Recruiting and on boarding of new design team members
- Design mentoring with new members

PriceTravel Holding, Team leader

January 2010 – January 2013, Cancun Mexico

- Designed and launched bus ticket reservations
- Coordinate design and development teams for product launch
- Work directly with developers and managers in every project
- Design evangelist through workshops and courses for new members of the Design and Development teams
- Launched products for creating and maintaining landing pages and marketing materials

PriceTravel Holding, Interaction Designer

November 2007 – January 2010, Cancun Mexico

- Full redesign of the company website which included hotel, flight and package reservations focused on usability and web standards
- Created wireframes and interactive, high fidelity prototypes in HTML and CSS
- Documented project development for future referencing design and business decisions
- Designed and launched the corporate CRM, which handles all reservations to this day
- Designed and conducted guerrilla usability testing