

# Apparicio Bueno

## UX Designer

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Working with world-renowned brands, designing customers' experiences that are useful, delightful, memorable and improving user behaviours. Balancing users and business goals at every step of the process. UXC by the Nielsen Norman Group.

Some skills - discovery research, stakeholder engagement, usability testing sessions, moderated interviews, UX reports, prototyping and collaborative handoff with devs.

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## Experience

### Cazoo - Current

#### Product Designer

Leading a stream of the product to improve the experience on how users shop cars online.

### Hero - 2019

#### UX Designer

Worked to improve how to connect online shoppers live with associates in-store using SMS and WhatsApp. 3 months of sprints. End-to-end UX process to research, design and validate the product.

### Investis - 2017/2019

#### Senior UX/UI Designer

Responsible for UX research, usability testing, interface design and delivery for global FTSE100 clients as Rolls-Royce, Chemring, JTI, Whitbread, Symrise and more.

### BareBoneArt - 2015/2017

#### UX/UI Designer

Worked from the conception to delivery of a range of small clients to kick-start their concepts, validate products with users, research and competitive analysis.

### Verde Amarelas - 2015

#### UX Designer

## Tools

Sketch	Hotjar
Pencil & Paper	UsabilityHub
Figma	UserTesting
Optimal Workshop	Invision
Maze Design	Marvel

## Skills

Moderated testing	Visual design
In-person research	Focus groups
Field study	User flows
Prototype	Journey map
Surveys	Usability Testing
Design System	Personas
Wireframe	Agile Environment
Competitor Analysis	UX Patterns

## Courses/Education

### UX Conference NN/g

Measuring UX and ROI  
The One-Person UX Team Tool Box  
Usability Testing  
User Interviews

### Jellyfish

User Experience - 2018

### General Assembly

UX Design - 2017