Edward Moreno-Altobelli

Product Designer

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EXPERIENCE

Princeton University HCI
Senior Product Designer
Apr 2022 — Feb 2024

- Collaborated with a team of 9+ members to develop an open-source mobile app for the delivery and food service sector, leveraging the federated protocol and utilizing Figma for design.
- Created and introduced an Open Source UI Kit (Component library) from 0 to 1, with over 160 design components.
- Added to a collection of more than 20 custom illustrations.
- Organized and showcased the intersection of UX and AR in student projects, featuring Snapchat Lenses by 4-15 computer science alum.
- Joined forces with a group of at least 4 people in partnership with Mozilla and MIT, Shipt, and the University of Colorado Boulder, leading the way in Human-Computer Interaction Research on the subject of black-box algorithmic systems.

Veikul, LLC.
Senior Product Designer
Jan 2020 — Apr 2022

- Designed and introduced a mobile application from 0 to 1, achieving 1,000 downloads and over 500 active users within the first year.
- Enhanced a collection with more than 30 custom illustrations.
- Created and launched a brand and website from 0 to 1.
- Played a key role in achieving gross margin rates of 45-50% by enhancing brand visibility and improving user experience.
- Participated in three sessions as part of the Harvard LLX Geo 2023 accelerator program to maintain our affiliation in good standing, applying the knowledge gained towards our startup's objectives to enhance product development skills.
- Designed and launched company's website which utilizes a component-based development within Framer CMS.
- Utilized Miro and FigJam for UX strategy such as empathy maps.

Irys Technologies, Inc.
Product Designer II
Mar 2018 — Jan 2020

- Played significant role in the rebrand of Cityflag to Irys.
- Helped in the User Experience and User Interface design of 4+ different apps inclined towards gov-tech sector.
- Collaborated with C-level members to implement UI/UX strategy with the use of Figma, on products that help achieve goals for the US Air Force and the City of San Antonio 311 services.

Education

The University of Texas at SA
BS in Architecture

Uxcel, Inc.
Certification in Product Design

Achievements

Princeton HCI Contributor

Industry knowledge

Market Research
User Interviews
Surveys and Questionnaires
Persona Creation
Wire-framing
Prototyping
Visual Design
UI/UX Design
Usability Testing
A/B Testing
Feedback Collection
Documentation
Design Systems
Quality Assurance
Project Management

Soft Skills

Drama-free, cooperative
Organized, timely
Engineering-friendly
Adapts to challenges
Business-oriented

Tools

Figma, Sketch, Miro, FigJam
Principle for Mac
Adobe Suite
Procreate
Asana, Jira, Notion
Slack, Teams
Google Analytics, Google Forms
UserTesting, Lookback, Hotjar

Languages

English
Spanish