



# Sebastian Dominguez

UX/UI Designer

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## Experience

### Genius Sports UX/UI Designer

My role in the company has been evolving according to the needs we've presented, starting with the design and creation of CMS platforms focused on free-to-play game design, and eventually becoming the lead designer of the Media division. In this role, I am responsible for improving and standardizing our trading and campaign management products developed in Europe.

These products are fundamentally centered around data visualization and interpretation, enabling our users to create, execute, monitor, and optimize marketing campaigns with better results through clear and effective market movement tracking. All of this is achieved through a self-service approach where our users and their needs are the primary foundation for decision-making.

These decisions are justified through user testing, interviews, and user persona profiles, which provide me with a broader and clearer perspective on the needs that must be addressed.

Additionally, I contribute to the development of the Genius Sports design system by designing key components to be implemented across the entire organization, besides, establishing the criteria for defining behaviors and ensuring the highest quality standards within the design system.

Medellin - Co  
Nov 2021 - Present

### Bizagi Engineering UX/UI Designer

In my role, I lead the enhancement and optimization of Bizagi Sites and Management Console Web. This involved designing workflows, creating prototypes, and conducting usability tests to ensure seamless user experiences for all new implementations within all products across the company.

All the iterations and proposals were founded and validated through design thinking; thanks to our users and research we accomplished the incredible results shown on the portfolio.

Additionally, I designed several components for the company's comprehensive design system That acts as a foundation for the entire product development area providing consistency and coherence. I also was part of the team in charge of defining the criteria for component behaviors and maintaining high-quality standards throughout the system.

Bogotá - Co  
Mar 2020 - Nov 2021

### Viral Digital Digital Designer

Here I had a double rol in the company; besides doing all the web design stages for advertising campaigns to multiple clients, I also was responsible for the printing material.

I ran inbound marketing campaigns for various clients, conducting field research to understand their needs by creating user profiles to guide the design of landing pages, digital assets, and ads.

Using KPI's as tracking metrics, clicks, engagement and retention feedback, lead generation, and number of downloads I continuously improved campaign effectiveness and drove new sales.

Bogotá - Co  
Jul 2019 - Mar 2020

### Sionica Digital Designer

Main designer at the Medellín office, I was in charge of ideation, design and management for all the social media advertising and content for several clients; creating a transversal communication between platforms complemented with the the graphic and written content for websites.

I had several responsibilities that included the benchmarking research and planning for campaigns and content writing, POP material design, product design, web and graphic creation.

Medellin - Co  
Sep 2017 - Feb 2018

### Bizagi Engineering Internship

This was my first approach and understanding of what UX and UI meant, had several responsibilities; all guided by my design colleagues that helped me to have notion of good practices, UX and usability principles.

I was in charge of the design of the internal information in addition to supporting UX functions, visual, digital and printed design and also was in charge of the creation for social networks content.

Bogotá - Co  
Oct 2016 - April 2017

## Education

### The Interaction Design Foundation

- Information Visualization
- Interaction Design for Usability
- Gamification - How to Create Engaging User Experiences
- UI Design Patterns for succesful software (on course)

### Udemy

- The complete front-end web development course

In progress

### Fundación Universitaria Los Libertadores

- Bachelor Degree - Graphic Design

Bogotá - Colombia

### Universidad de Nariño

- Langauge Certification - English

Pasto - Colombia

## Skills

- Gamification
- Accessibility
- Design Thinking
- Data Visualization
- Product Design
- Information Architecture
- Managing & leading
- Assertive Communication
- Adaptability
- UX Research
- Prototyping
- UI Desgin

## Tools

- Figma
- Sketch
- Invision
- Adobe XD
- Photoshop
- Illustrator
- Adobe Premiere
- Miro
- Framer
- Wordpress
- HTML5
- CSS