

# EDUARDO AGUILAR



**HTML5, CSS, IA**  
USABILITY, FUNCTIONALITY & EMPATY  
WITH THE USER

## HEY THERE!

Here Eduardo Aguilar and I'm 40 years old.  
User Experience (UX).  
Estate of Mexico, Mex.



## CONTACT

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## EDUCATION

2003 - 2008

Universidad Tecnológica de México (UNITEC).  
Atizapan, Estate of Mexico, Mex.



## WORK EXPERIENCE

**SISMEX (May-2023 - Sep 2025)**

**UX/UI Product Designer.**

Working on HEB Mexico  
App designer, Mockups, user flows, prototyping.  
Methodologies: Agile, Design Thinking, UCD  
*heb.com.mx*

**IDS / D4 (Feb-2021 - Apr-2023)**

**UX Lead.**

Working on Metlife Project  
Mockups, user flows, prototyping.  
Methodologies: Design Thinking, UCD  
*metlife.com.mx, is.com.mx, d4.com.mx*

**GRANDVISION MÉXICO (Jul-2020 - Dic-2020)**

**UX Lead.**

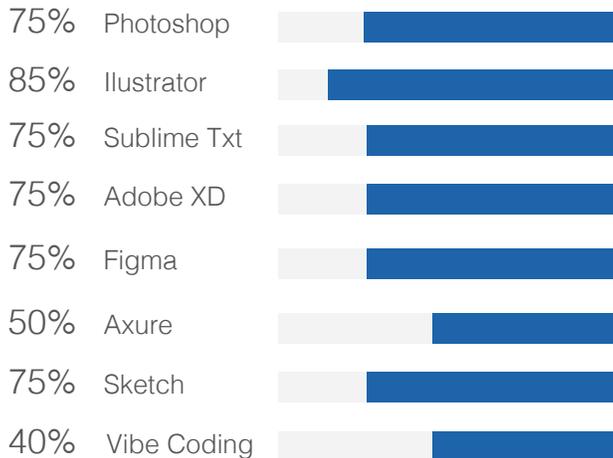
Ecommerce +Visión, Ópticas LUX and Solaris.  
Graphics elements as banners, landing's page,  
mockups, user flows, prototyping.  
Methodologies: Agile, Design Thinking, UCD  
*masvision.mx, lux.mx, solarismexico.com*

**BEST BUY MEXICO (Aug 2015 - Mar 2020)**

**Lead UX.**

User experience design, focus on the users,  
prototyping, design thinking, internal landing pages,  
E-MKT, work processes.  
Methodologies: Agile, Design Thinking, UCD  
*bestbuy.com.mx*

## SOFTWARE



## PLATFORMS

IOS Mac y Windows

## LANGUAGES

Spanish Native, English Fluent

## METHODOLOGIES

Agile, Design Thinking, UCD, Scrum

“Let's think, analyze and design for the user”