

# GERARDO MORALES – PRODUCT DESIGNER

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## EXPERIENCE

**PRODUCT DESIGNER** / Mycare, New Zealand Since September 2015

Mycare is a online marketplace founded in 2013, enabling people to work with people who need help at home. We've built tools to help them manage their ongoing care needs. My aim in this company is to improve user experiences for users in the app, trying to solve complex problems with simple and elegant solutions.

📱 app.mycare.co.nz

**FRONT-END DESIGNER** / Bond, Chile May 2014 - May 2015

I worked the front-end of several websites with Bootstrap framework. I also, worked in user experience design and usability consulting for our clients.

Main references: Paris, Dove, Danhealth, Coca-cola.

**DIGITAL DESIGNER** / Federation, New Zealand Oct 2013 - Dic 2013

I worked designing and coding several EDMs for clients. I also develop banners for Google Adwords.

Main references: Ford, Farmers, Noel Leeming, Fonterra.

**DIGITAL DESIGNER** / JWT, New Zealand Aug 2013 - Sept 2013

I worked designing and coding several banners for Google Adwords.

**FRONT-END DEVELOPER** / Colenso BBDO, New Zealand May 2013 - Aug 2013

I worked the front-end of several websites and digital campaigns with Bootstrap framework.

Main references: BNZ, Visa Entertainment.

**FRONT-END DEVELOPER** / Digitaria, Chile Oct 2010 - Mar 2013

I worked developing mailing and newsletter for one of the most important bank in Chile and also for others companies. I did the front-end templates for Wordpress and Joomla, templates for mobile websites, responsive websites, mobile apps for iOS / Android and Facebook tabs too.

Main references: L'Oreal, Garnier, LG, Banco de Chile, Mall Plaza, Entel.

**WEB DESIGNER** / Simplycit, Chile Jun 2010 - Oct 2010

I designed, developed wireframes and made the front-end for several projects, such as websites, Facebook campaigns, among others.

Main references: Samsung, Banco Estado.

## SKILLSET

- Benchmarks
- Information architecture & Content strategy (Tools: XMind, Excel)
- Personas, User scenarios, User journeys
- Multi-Devices User Experience
- Wireframing & Prototyping (Tools: Balsamiq)
- Styleguides and functional specifications
- Graphic design (Tools: Photoshop & Illustrator)
- Bootstrap framework

## EDUCATION

**UX Learn** / 2012

Usability and user experience

**MAC Academy** / 2011

JQuery for designer with integration in HTML

**Duoc UC** / 2003 - 2007

Graphic Design