



Luis E. Ogando

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Overview

Digital Product Designer for Web and Apps UX/UI

I have 10 years of experience in UX, graphic and multimedia design across multiple industries.

I believe in fostering environments where product, UX, visual, interactive and motion designers can coexist with engineers to truly innovate and transform digital experiences into products people are delighted to use.

My passion is to work with User interface design and adapt to different interactive devices that are easy to use and accessible.

I spend most of my time figuring out ways to make interfaces more friendly. I design to improve lives and create emotional connections between users and products. I'm a positive thinker, always eager to learn new things and truly love what I do.

Experience

Sr. Manager UX Designer, CCAU (Caribbean, Central America & Uruguay)

Scotiabank Digital Factory

Remote with a canadian team — July 2020 - Present

Currently leading UX Design initiatives for Caribbean, Central America and Uruguay. I applied the design thinking process, employing a variety of design tools, to conduct user research, visual design, accessibility and usability testing, leading the effort of enhancing an accessible Online Banking experience for customers across caribbean countries.

Co-Founder and Chief Creative Officer

Goopy Augmented Reality Platform

Miami, USA and Santo Domingo, DR — January 2018 - Present

Creative support for Goopy and UX/UI for different white label apps for clients and internal projects.

Senior Analyst of Web and Electronic Channels

Trilogy Dominicana , Viva

Santo Domingo, DR — November 2007 - July 2020

Internal catalyst tasked with the digital transformation of the company, internal culture and new revenue streams using agile methodologies. I helped define business requirements and use cases from a Web Design and Social Media. Responsible for general web electronic channels and social media strategy for the company.

Development of digital strategies and measurable KPI's for campaigns integrating digital channels.

References

Miguel Toirac

Founder TORO Business Catalyst

miguel@toirac.com

Mite Nishio

Director Of Innovation at GCS Systems

mnishio@yahoo.com

Francisco Vilorio

Chief Technology Officer (CTO) at Goopy AR

francisco.aristy@gmail.com

Education

APEC University, Santo Domingo, DR

Bachelor's degree Advertising 2005 - 2010

Languages

English | Spanish

Skills

Creative Direction | Product Design | Concept Development | Universal Visual Languages | Building & Scaling Teams | Visual prototyping | Workplace Culture | Augmented Reality | Mobile first design | Agile methodologies | Design thinking