



KEVIN ALEXANDER SOTO BURGOS

FULL STACK DESIGNER - UX UNICORN

WORDPRESS DEVELOPER - WEB FRONTEND DEVELOPER

WORK EXPERIENCE

(LAST 5 YEARS)

VERISURE

May 2021 - Apr 2023



USER EXPERIENCE COORDINATOR

UX Leader in the Lead Generation area, responsible for the design, development, and management of the website, landing pages, and mailings. This includes tasks such as research, benchmarking, A/B testing, applying Lean UX to improve the session-to-lead conversion rate.

TALENT2WIN

Mar 2022 - Jun 2022



LEAD USER EXPERIENCE DESIGNER

End-to-end development of Design System, applying the Atomic Design methodology for ATS software. Designing Wireframes/Prototypes for Desktop & Mobile. Additionally, I collaborated in sessions with internal and external stakeholders.

MDP Consulting

Nov 2020 - May 2021



SENIOR UI DESIGNER / FRONT-END DEVELOPER

Project: Inteligo Bank
Designing interfaces in Figma, implementing a user-centered approach and applying responsive design principles. I used HTML, CSS3, and Javascript. My goal was to redesign the Home Banking experience.

LIQUID

Feb 2020 - Nov 2020



UI DESIGNER

Project: Janus Interbank
Development and maintenance of the Design System, ensuring visual coherence. I designed multi-platform prototypes and flow interactions to optimize the user experience.

CAJA AREQUIPA

Nov 2019 - Jan 2020



SENIOR UX DESIGNER

Responsible for the design and management of the Institutional Website and landing pages. Prototyping designs for digital media, ATMs, and UX redesign of debit cards, as part of the Digital Marketing team.

HITSS

Aug 2019 - Nov 2019



WEB UX DESIGNER

Project: Claro CES
Design and layout of interfaces. Worked with the SCRUM methodology. Participated in Discovery sessions with stakeholders, benchmarking, ideation sessions, and front-end layout.

CORP. SAPIA

Jul 2018 - Mar 2019



WEB UX DESIGNER

Design of UI Interfaces for ADRYAN CRM. Web layout using Bootstrap, HTML5, CSS3, and Javascript. Complete redesign of the visual identity to enhance the user experience.

ABOUT ME

I help companies increase their profitability through innovative and user-centered design solutions. With 8 years of experience in UX/UI design, I have worked on over 100 projects for various startups, brands, and companies, providing creative and effective solutions.

I have led design teams to create engaging and high-quality digital solutions that yield measurable results.

PERSONAL INFO



kevin2005_10@hotmail.com



+51 917 919 061



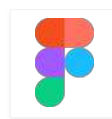
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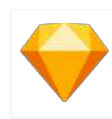
Lima, Perú (open to relocate)



UX TOOLS



Figma
Advanced



Sketch
Advanced



Adobe XD
Intermediate



Invision
Intermediate



Marvel
Advanced



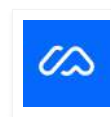
Balsamiq
Advanced



Overflow
Intermediate



Axure RP
Intermediate



Maze
Intermediate



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HIGHER EDUCATION

- GOOGLE**
May 2021 - Actual
PROFESSIONAL UX/UI DESIGNER
Professional course with 7 certifications focused on Human Centered Design.
- THE INTERACTION DESIGN FOUNDATION**
Jan 2020 - Mar 2021
PROFESSIONAL UX/UI DESIGNER
Conjunto de certificaciones internacionales en User Experience, Design Thinking, Mobile UX y más.
- TOULOUSE LAUTREC**
Apr 2019 - Oct 2019
UX/UI DESIGNER
Specialization course encompassing the entire experience from Discovery to visual design, prototyping, and micro-interactions.
- CIBERTEC**
Jan 2012 - Dec 2017
ADVERTISING GRAPHIC DESIGNER
Graduated from the Graphic Design program with honors, practicing all branches of design throughout 6 study cycles.
- CAMBRIDGE UNIVERSITY PRESS**
Jan 2012 - Dec 2015
PROFESIONAL TECHNICAL ENGLISH
English courses ranging from basic to professional technical applied to the career.



CERTIFICATIONS

(LAST 4 YEARS)

- THE INTERACTION DESIGN FOUNDATION**
Jan 2020 - Jun 2020
USER EXPERIENCE
Focusing on user needs to create more effective products and services.
- THE INTERACTION DESIGN FOUNDATION**
Jan 2020 - Jun 2020
DESIGN THINKING
Iterative approach to problem-solving focused on the user.
- THE INTERACTION DESIGN FOUNDATION**
Jan 2020 - Jun 2020
MOBILE USER EXPERIENCE
Mobile experience design focused on user satisfaction and usability.
- SCRUM STUDY**
Feb 2019
SCRUM FUNDAMENTALS CERTIFIED
Agile framework for efficient project management and development team.
- SEMRUSH ACADEMY**
Feb 2019
SEO FUNDAMENTALS
Basic principles to optimize website visibility and ranking.
- HUBSPOT ACADEMY**
Sep 2018
INBOUND MARKETING
Strategy to attract and convert customers through relevant and personalized content.
- GOOGLE**
Jan 2018
DIGITAL MARKETING
Promotion of products and services through digital channels and technologies.



LANGUAGES

SPANISH (NATIVE)

Writing ●●●●●●●●●●

Pronunciation ●●●●●●●●●●

ENGLISH

Writing ●●●●●●●●●●

Pronunciation ●●●●●●●●●●



INTERESTING FACTS

Winner of the 2022 BBVA Hackathon Metaverse Challenge - The Immersionists

Leader of the UX Educational community More than 78,000 international members

+3 courses taught in UX and Web Design Through digital platforms



SOFT SKILLS

- Empathy
- Effective Communication
- Collaboration
- Creative Thinking
- Critical Thinking
- Adaptability
- Leadership
- Teamwork



TOOLS

- HTML5
- CSS3
- Javascript
- Adobe Illustrator
- Adobe Photoshop
- jQuery
- PHP
- Android Studio
- Sublime Text
- Visual Studio
- Wordpress
- Drupal
- Canva
- Adobe After Effects
- Adobe Premier
- Sony Vegas
- Adobe Indesign
- React
- Angular
- Git
- DevTools