



Cristopher Alejandro Yescas Arreola

UX Designer / UX Writer

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Hi! Nice to meet you

I am a UX Designer and UX Writer with over 5 years of experience dedicated to crafting experiences through words, always keeping the user at the center of my process.

My professional background is multidisciplinary, encompassing studies in Literature, Linguistics, Design, and Visual Communication. Additionally, I have specialized training in UX Research, UX Design, UI Design, Digital Marketing, SEO, and Content Design/UX Writing.

Educación

- 2023 **UX/UI Design Bootcamp**
UCamp / Utel University
- 2022 **UX/UI Design Certificate**
Intercontinental University
- 2020 **Visual Design and Communication**
UNAM / FES Cuautitlán
- 2015 **Spanish Language and Hispanic Literatures**
UNAM / Facultad de Filosofía y Letras

Skills

Hard skills

Figma
 Figjam
 Sketch
 Framer
 Adobe CC
 Microsoft Office
 Miro
 Semrush
 Sendgrid
 ChatGPT
 Agile
 SCRUM
 Wordpress

Soft skills

Storytelling
 Empathy
 Creativity
 Critical Thinking
 Teamwork
 Attention to Detail
 Quick Learning
 Time Management
 Collaborative
 Leadership

Certificaciones

- 2023 **Design Thinking: Prototyping**
Utel University
- 2023 **Design Thinking: Creativity**
Utel University
- 2023 **Design Thinking: Solution Definition**
Utel University
- 2023 **Design Thinking: Problem Definition**
Utel University
- 2023 **Keyword Research Course**
Semrush
- 2023 **Keyword Research Course**
Semrush
- 2023 **SEO Principles**
Semrush
- 2023 **Curso de Testing QA Manual**
Coderhouse
- 2023 **UX Writing: Content Design and User Experience**
Udemy

Experiencia profesional

- 2023 **Head of UX and Creative Marketing**
Pacifica Advisors
I formulate content strategy for the website and social media, overseeing both visual components and content creation. Additionally, I handle SEO strategy, utilizing the Semrush toolkit. I lead Email Marketing campaigns using the SendGrid web app, supported by tools such as ZoomInfo SalesOs, Warmup Email, NeverBounce, among others.
- 2023 **Creative Marketing Manager**
Revés Distillery
I handle all aspects related to social media and website, from SEO positioning to Content Strategy, Digital Photography, Video Editing, quotation preparation, and vendor management.
- 2022 **UX Head**
Online School of Book Arts
"I designed, with a user-centric perspective, an E-Learning proposal using the Design Thinking methodology. I created, produced, and edited written and audiovisual content for the School. I conducted user research and designed the communication strategy for the entire project, ultimately implemented in early 2023
- 2018 **Editor**
INEHRM
I conducted proofreading and editing work for both physical and digital books, as well as content for social media, websites, and physical/virtual exhibitions.
On average, we edited more than 50 books per year.
Additionally, I collaborated with colleagues to design an Editorial Workflow and an internal/external Style Guide for the Editorial Department.

¿Quieres conocer un poco más sobre mí?

Portafolio: alejandroarreolaux.com



Blog: uxconpalabras.com



LinkedIn: [Alejandro Arreola](https://www.linkedin.com/in/Alejandro Arreola)

