

RONALD PARRALES

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CONTACT



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/ronaldparrales



/in/ronaldparrales

I consider myself a patient and understanding person, who knows how to work quite well in any circumstance and with excellent communication skills with teams and stakeholders.

My professional aspiration is to meet strategic objectives of the company with my work and enthusiasm, facing adversity with full responsibility. I like to help both clients and employees, I adapt exceptionally to any situation, I know how to act responsibly in complex situations, I have a good attitude and a smile for everyone.

CAPABILITIES / SKILLS

PROFESSIONAL

Team Leadership
Project Management
Budgeting
Planning
Client Support
Report Writing
Public Relations
Photography

PERSONAL

Creative Spirit
Professional
Organized
Time Management
Team Play
Fast Learner
Motivated
Communicative

EDUCATION

2018 - 2014 BRIGHAM YOUNG UNIVERSITY

Idaho - United States

WEB DESIGN & DEVELOPEMENT

GPA: 3.9

2007 - 2001 ESCUELA POLITÉCNICA DEL LITORAL

Guayaquil - Ecuador

GRAPHIC DESIGN & ADVERTISING

2000 - 1997 FINE ARTS HIGH SCHOOL

Guayaquil - Ecuador

GRAPHIC ARTS

EXPERIENCE

Since 2021 SENIOR PRODUCT UX DESIGNER GALILEO FT | U.S.

Research, analysis and understanding of the needs of end users, for the design of solutions that add value to the client and the company.

2021 - 2018 PRODUCT DESIGN LEAD BANCO DEL PACÍFICO | ECUADOR

Business Case development, research, benchmarking, wireframing, prototyping, interface design, motion graphics, and native and hybrid front-end development.

2018 - 2016 HEAD OF DIGITAL CHANNELS BANCO DEL PACÍFICO | ECUADOR

Definition of area strategy. Continuous improvement of the experience of customers and digital users. Comprehensive development of different segments. Development and maintenance of digital products and services.

2016 - 2014 HEAD OF DIGITAL MARKETING BANCO DEL PACÍFICO | ECUADOR

Development and maintenance Growth Digital Marketing. Creation and development of advertising campaigns for digital assets. Strategic communication for clients and users. Customer service in digital environments.

TECHNICAL SKILLS

UX | UI: Framer, Figma, Adobe XD, Sketch

Research: UXtweak, User interviews, PlaybookUX

Adobe Creative - Graphic & Web Design Suite

Adobe Creative - Video and Social Media Suite

PC & Mac OS Systems

3D and AR

AWARDS / ACHIEVEMENTS

ONBOARD BDP

FINTECH AMÉRICAS

MOST INNOVATIVE AWARD LATAM. 2019

PACIFICARD EN LÍNEA

E-COMMERCE DAY

FIRST PLACE IN THE FINANCIAL SERVICES AND ONLINE BANKING CATEGORY. 2014

REFERENCES

LUIS AGUIRRE

CEO | Morphosis Digital Transformation
(+593) 99 438 2842

JOSÉ ZUNINO

Digital Banking Expert | Galileo FT
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EXPERIENCE

(CONTINUED)

2014 - WEBMASTER

2012 - BANCO DEL PACÍFICO | ECUADOR

Maintenance and updating of the informative website. Development of new modules for CMS. Master user administrator. Analytics and reports.

2012 - SENIOR GRAPHIC DESIGNER

2010 - BANCO DEL PACÍFICO | ECUADOR

Development of design templates for distribution of establishments affiliated with the brand. Administration and advertising design for PacifiCard Style Magazine.

PROJECTS

ONBOARD BDP - MOBILE APP

BANCO DEL PACÍFICO

Creation of the first BdP App for clients and non-clients. Design and conceptualization of digital products: Savings Accounts, Investments, Credit Cards. Creation of the design system.

WALLET BDP - MOBILE APP

BANCO DEL PACÍFICO

Creation of the application interface process. Creation of the design system in style sheets, and product (logo and concept). Prototyped with the new redesign of the Banco del Pacífico brand. Close work with Front and Back-end developers.

WEBSITE BDP

BANCO DEL PACÍFICO

Redesign of the Banco del Pacífico corporate website. Creation of the design system in style sheets with a third-party digital agency. Prototyped according to the new BdP brandmark redesign.

PACIFICARD EN LÍNEA

PACIFICARD

Creation of the first transactional website for PacifiCard Credit Cards. Creation of the design system in style sheets. Research, analysis, prototyping and testing with end users. Front-end development and close work with Back-end developers.