

Isaac Vigil

Product Design & Strategy

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About

I am graduated in Design & Multimedia. While studying I decided to focus on Digital Design, after sometime working on graphic, web and user interface(UI) design I got more interested on the why of design and how design solves problems, thus I started working more and more on the user experience(UX) side of design. I became a multifaceted designer very strong in both UX and UI, who can plan, design and test a product.

Originally from Barcelona, Spain, I been traveling and living around Asia since 2008. Lived and worked in Tokyo, Hong Kong and Shenzhen. This journey gave me an openness to other cultures and approaches on design, how to solve issues and at the end a new perspective about life.

Experience

Founder at Near

Founded in 2014 at Hong Kong

Near helps event attendees to find and connect with the right person. Being a Founder of a Start-up gave me the opportunity to work in multiple aspects of creating a business, planning and launching a product.

Founder at TokyoOn

Founded in 2008 at Tokyo, Japan

TokyoOn is a human-centered design studio. I started it when I was living in Tokyo. Working with diverse types of businesses, gave me diverse experiences and also helped me to develop better soft skills to work with different clients and partners.

Sr. UX/UI Designer at Nixplay

From December 2014 to June 2017 at Hong Kong

Nixplay produces cloud connected digital photo frames. Working in Nixplay allowed me to work in various different aspects of the design for the company: graphic design, printing of packaging and materials, video production, UX/UI of the web-app, mobile app and hardware UI. Even my title is Sr.UX/UI designer, my role is been more as Design Lead, bringing new ideas that pushed the design to a new level in the projects I been involved in.

Vice President of Product at Call Direct K. K.

From March 2012 to November 2014 at Tokyo, Japan and Shenzhen, China

Call Direct is the parent company of Leverage Point, a solution for telemarketing. Leverage point has two type of users: tele-operators and call center supervisors, this required to work on two types of very different solutions. The job required to travel between Tokyo, Japan where the clients where located and Shenzhen, China where the development team was working from. I managed the interaction and requirements between both parts.

Sr. Web/Graphic Designer at Brastel

From March 2010 to March 2011 at Tokyo, Japan

Brastel is a telephony solutions company. During my stay at Brastel, I worked on web and graphic design for the company's website, advertisement in magazines and the UX/UI for the web based telephony solution.

Head of Design at HelpMyCash

From Nov, 2008 to Dec, 2009 at Barcelona, Spain

HelpMyCash is a loan and mortgage comparison site. I mainly worked in the UX/UI for the comparison wizard and the web/graphic design for the company's website. Based on my performance and new designers hires, I was promoted to Head of Design.

Web/Graphic Designer at Technocasa

From Oct, 2007 to Aug, 2008 at Barcelona, Spain

Technocasa is the biggest real estate network in Spain and Italy. At Technocasa I worked on the UX/UI of the different products of the company and web/graphic design for the company's website

Web/Graphic Designer at Caixabank

From Oct, 2006 to May, 2007 at Barcelona, Spain

CaixaBank is a financial group, leader within the Spanish market. Delivering the different projects for a bank meant that a lot of specifications needed to be followed, which helped me to understand the value of testing and compliance of rules.

Education

Design and Multimedia at Escuela de Sistemas Informáticos (ESI)

Graduated in 2005 at Barcelona, Spain

Skills

Project Management	Lean methodology	Front-end
Team Management	Kanban methodology	React Native
Product Strategy	Scrum methodology	WordPress
Business Strategy		Responsive Design
User Experience (UX)	Sketch	
User Interface (UI)	Experience Design	English
Research	Flinto	Spanish
User Interviews	Invision	Japanese
Wireframing	Photoshop	French
Prototyping	Illustrator	
User Testing	InDesign	
Analytics	After Effects	