

Irma Aceves

UX/UI Designer · Enterprise & Fortune 500

8+ years designing complex multi-stakeholder products

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Open to Remote (US/Canada/LATAM)

PROFESSIONAL SUMMARY

UI/UX Designer with 8+ years of experience in enterprise and Fortune 500 environments. Designed systems for Canon, W. L. Gore, CubeSmart, and sports analytics platforms including Qatar's World Cup 2022 preparation. Focused on complex multi-stakeholder products, from healthcare platforms to real-time sports broadcasting.

EXPERIENCE

UX/UI Designer · Verinext (formerly Anexinet)

Jan 2020 – Dec 2024 · Remote

Designed mobile apps, websites and internal platforms inside Anexinet's enterprise consulting practice, working with Fortune 500 clients across imaging, industrial, storage, healthcare, education and financial services. Led research, analysis, ideation and definition of design and development requirements with BAs, PMs, software architects and developers under Agile/Scrum. Key deliverables: interaction flow diagrams, wireframes, UI and design systems, prototypes, developer specifications.

Clients: Canon, W. L. Gore, CubeSmart, ESS, Symphony, Radius / PCS Retirement, Anexinet.

UX/UI Designer · GolStats Soccer Technologies

Nov 2017 – Dec 2019 · Guadalajara

Designed the official live-stats desktop application used by Liga MX across first division, second division and the women's league, plus professional clubs, the Mexico National Team, and Aspire Academy (Qatar) during preparation for the 2022 FIFA World Cup. Conducted UX research, user testing and iterative improvements within a SCRUM workflow.

Clients: Liga MX, América, Chivas, Tigres, Mexico National Team, Aspire Academy (Qatar), Univision, Televisa Deportes.

UX/UI Designer / Graphic Designer · Global Publicidad

Feb 2011 – Nov 2017 · Guadalajara

UI/UX for websites and social media; graphic identity, campaigns and marketing materials for multiple clients. Managed production timelines for printing, delivery and event setup. Led Telcel's graphic campaigns and activations for five years.

Clients: Telcel, ITESO, Gatorade, Fonte Clara.

UX/UI Designer / Graphic Designer · Cendimex (part-time)

Dec 2015 – Oct 2017 · Zapopan

Company visual identity, website UI/UX redesign (improved product findability, defined site architecture) and marketing materials.

Graphic Designer · GD Comunicación

Jan 2010 – Jan 2011 · Guadalajara

Graphic design for print and communication materials.

ADDITIONAL EXPERIENCE

UX/UI Designer · Freelance

Jun 2022 – Present

- **POSCO (2022):** employee engagement platform and internal mobile app, gamified system with HR admin panel (4-month project)
- **Plerk (2022–2023):** UX/UI website and graphic design
- **iteris.tech (2025–Present):** occasional UX/UI collaborations on product design projects

Founder & Creative Designer · Moliniart

May 2022 – Present

Custom craft and event gifting brand: themed gift packaging, personalized merchandise, event decor and bespoke pieces. End-to-end design and small-batch production. Instagram: @moliniart.

Vendor research, sourcing and purchasing support with light design contributions to internal workflows.

SELECTED PROJECTS

- **Canon** corporate website redesign (2024): shipped on Canon's official domain under strict global brand standards, with international teams.
- **CubeSmart** mobile app redesign (2020): live on iOS and Android, serving thousands of users across US cities.
- **Aspire Academy (Qatar)** World Cup preparation platform (2018): sports management platform adopted ahead of the 2022 FIFA World Cup; sole designer for 1.5 years.
- **Symphony** medical research platform (2024): full design system rebuilt and migrated on a live platform, zero downtime.
- **W. L. Gore** communication preferences platform (2021): modular platforms for medical and industrial divisions with admin portal, multi-language and compliance.
- **ESS** teacher management platform (2023): replaced an Excel-and-macros operation with a centralized platform across multiple US states.
- **Radius / PCS** retirement banking (2021): redesigned bilingual payment flows for senior citizens, rebuilt without original design files.
- **Falcon** real-time tactical analysis app (2019): live stats and video for professional soccer coaches; presented to the Mexican Football Federation.

SKILLS

Design: UI Design, UX Research, Wireframing & Prototyping, User Journey Mapping, Design System Creation, Responsive Design, Mobile App Design, Dashboard / Admin Panel Design, Enterprise Design

Methods: Design Thinking, User Testing, Usability Testing, Information Architecture, Accessibility, Agile/Scrum

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, InVision

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Design · ITESO Universidad Jesuita de Guadalajara

2004 – 2009

Postgraduate Diploma, Footwear Design & Product Development · Imagina

2017

Certifications: Design Thinking: Understanding the Process · UX Foundations: Prototyping (LinkedIn Learning)

LANGUAGES

Spanish (native) · English (full professional proficiency)