

ABOUT ME

EDUARDO MORENO DIGITAL DESIGNER

Hello! I'm Eduardo Moreno — UX/UI & Sr Digital Designer.

I'm passionate about solving problems in digital environments. I've spent many years working in the design industry in different roles, including Digital Designer, UX Designer, and UI Designer.

My professional goal is to create meaningful digital products that help brands and users connect better — while making a positive and lasting impact in the world.

HOBBIES & INTEREST

Technology | Traveling | Skateboarding | Photography |
Filmmaking | Investments





SKILLS & EXPERTISE



08 YEARS
EXPERIENCE

+50 BUSINESS
PROPOSALS

+25 PROJECTS
LAUNCHED

SKILLS & EXPERTISE

- Teamwork
- Agile UX
- Wireframe Design
- Prototyping
- UI Design
- Interaction Design

- UI Kit
- Responsive Design
- Motion Graphics
- Video Editor
- Photography





SOFTWARE SKILLS



FIGMA



MIRO



LOTTIEFILES



WEBFLOW



AFTER
EFFECTS



MEDIA
ENCODER



PHOTOSHOP



ILLUSTRATOR



SLACK



NOTION



LOOM



AI TOOLS

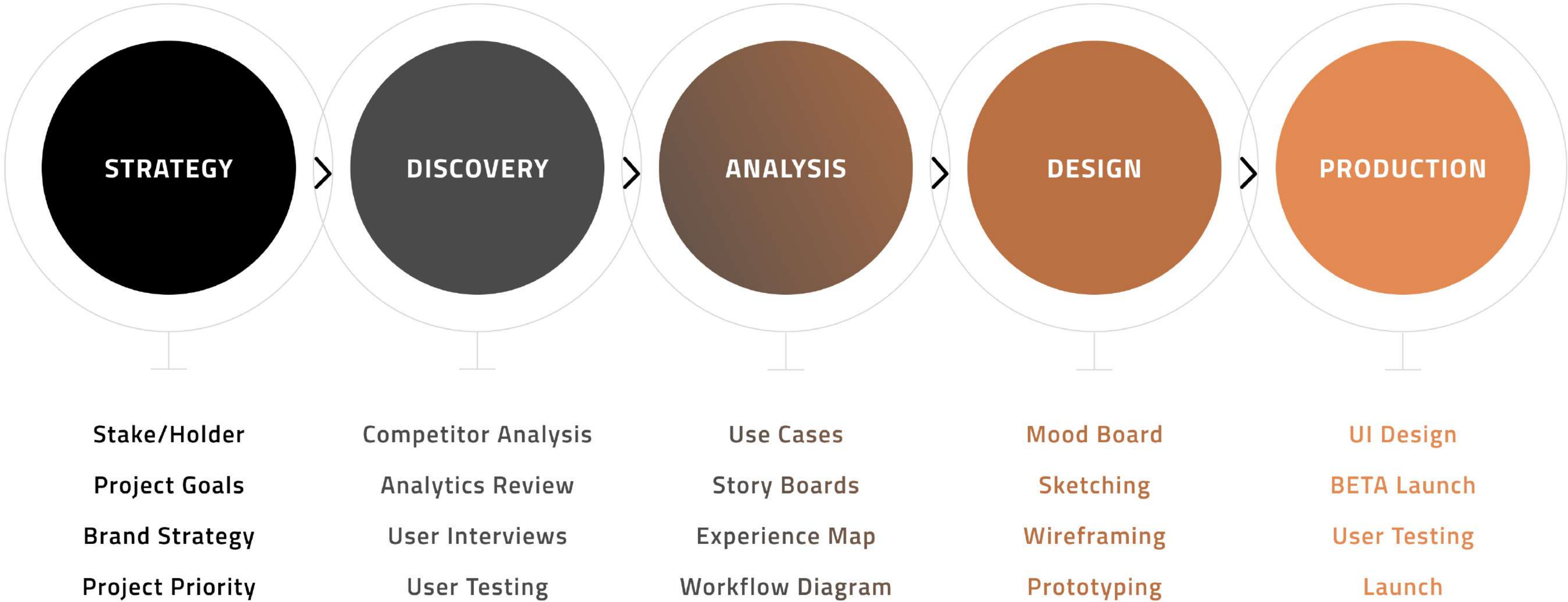


METHODOLOGY & PROJECTS





This is a simplified graphic of some of the methodologies I've worked with, alongside different coworkers.



UI KIT / DESIGN SYSTEM

A design system is a **collection of reusable UI components**. It includes elements like buttons, text styles, and other components that are used consistently across a design project.

By defining these reusable elements, a design system helps streamline the workflow and maintain visual consistency throughout the design.

Typography

Titillium Web

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Display 2xl Regular		Display 2xl Semibold	Display 2xl Bold
Display xl Regular		Display xl Semibold	Display xl Bold
Display lg Regular		Display lg Semibold	Display lg Bold
Display md Regular		Display md Semibold	Display md Bold
Display sm Regular		Display sm Semibold	Display sm Bold
Display xs Regular		Display xs Semibold	Display xs Bold
Body xl Regular		Body xl Semibold	Body xl Bold
Body lg Regular		Body lg Semibold	Body lg Bold
Body md Regular		Body md Semibold	Body md Bold
Body sm Regular		Body sm Semibold	Body sm Bold
Body xs Regular		Body xs Semibold	Body xs Bold

Color palette

Gold heavy

25 #F5EBE4	50 #ECD6CA	100 #E2C2AF	200 #D8AE94	300 #CE9A79	400 #C5855F	500 #BB7144	600 #965A36	700 #704429	800 #4B2D15
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Gold light

25 #FEEEE6	50 #FCD0CC	100 #FACC82	200 #FABA99	300 #F9A97E	400 #F59962	500 #E48B54	600 #EE6909	700 #D05400	800 #A64500
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Icons

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📅	📅	📅	📅	📅	📅	📅	📅	📅	📅	📅	📅	📅

Buttons

Button	Button	Button	Button	Button	Button
Button	Button	Button	Button	Button	Button
Button	Button	Button	Button	Button	Button
Button	Button	Button	Button	Button	Button



G500

OBJECTIVE:

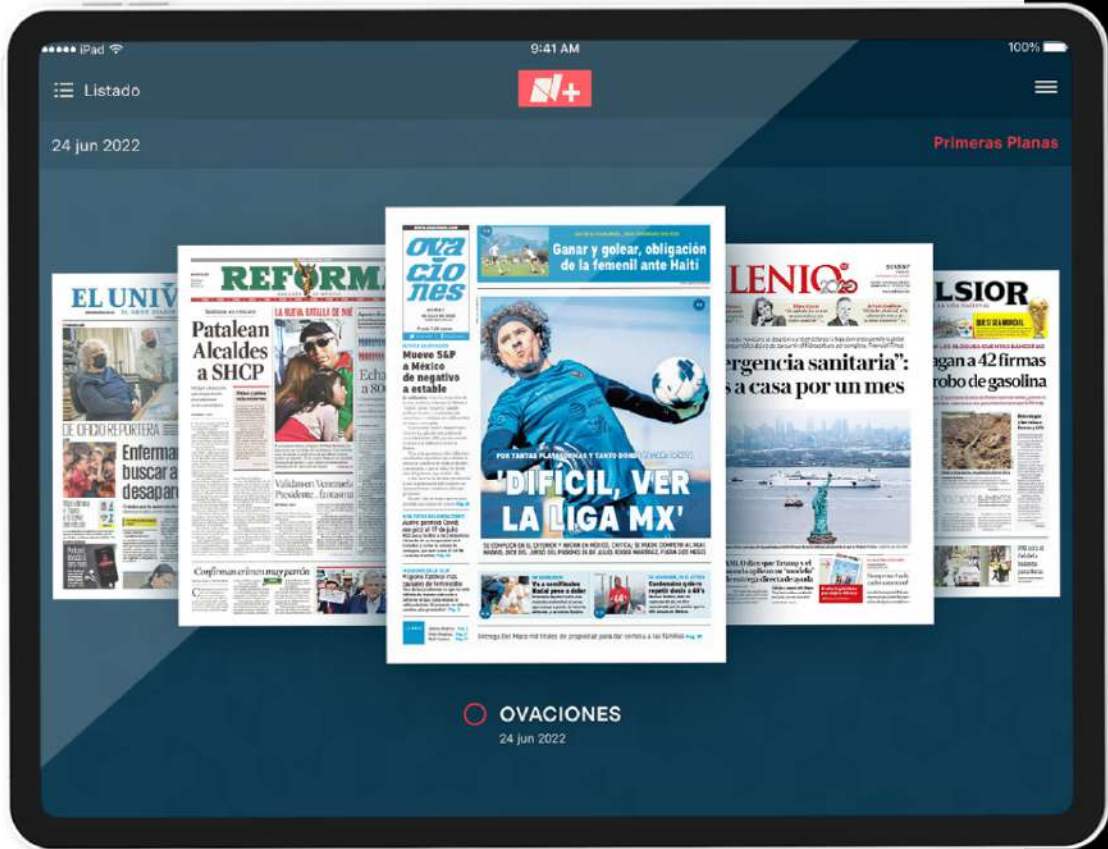
Elevate the digital experience by integrating loyalty programs, a social hub, and a gas station locator.

METHODOLOGIES & SOLUTION:

- App iOS & Android (Mobile)
- UX Research
- B2C Solution
- Gas station finder
- Loyalty Program
- Social Hub
- UI Redesign



EDUARDO MORENO DIGITAL DESIGNER



NMAS

OBJECTIVE:

Design a user experience that is rich, engaging, dynamic, and highly interactive.

METHODOLOGIES & SOLUTION:

- App iOS & Android (Mobile & Tablet)
- UX Competitor Analysis
- B2C Solution
- Web redesign
- UI Redesign



PREMMIA

OBJECTIVE:

Product and business strategy consulting for effective product definition and launch.

METHODOLOGIES & SOLUTION:

App iOS & Android (Mobile)

UX Competitor Analysis

B2C Solution

Gas station finder

UI Design

Social Hub

Rewards



ASOCIADOS

OBJECTIVE:

Product and business strategy consulting for effective product definition and launch.

METHODOLOGIES & SOLUTION:

App iOS & Android (Mobile)

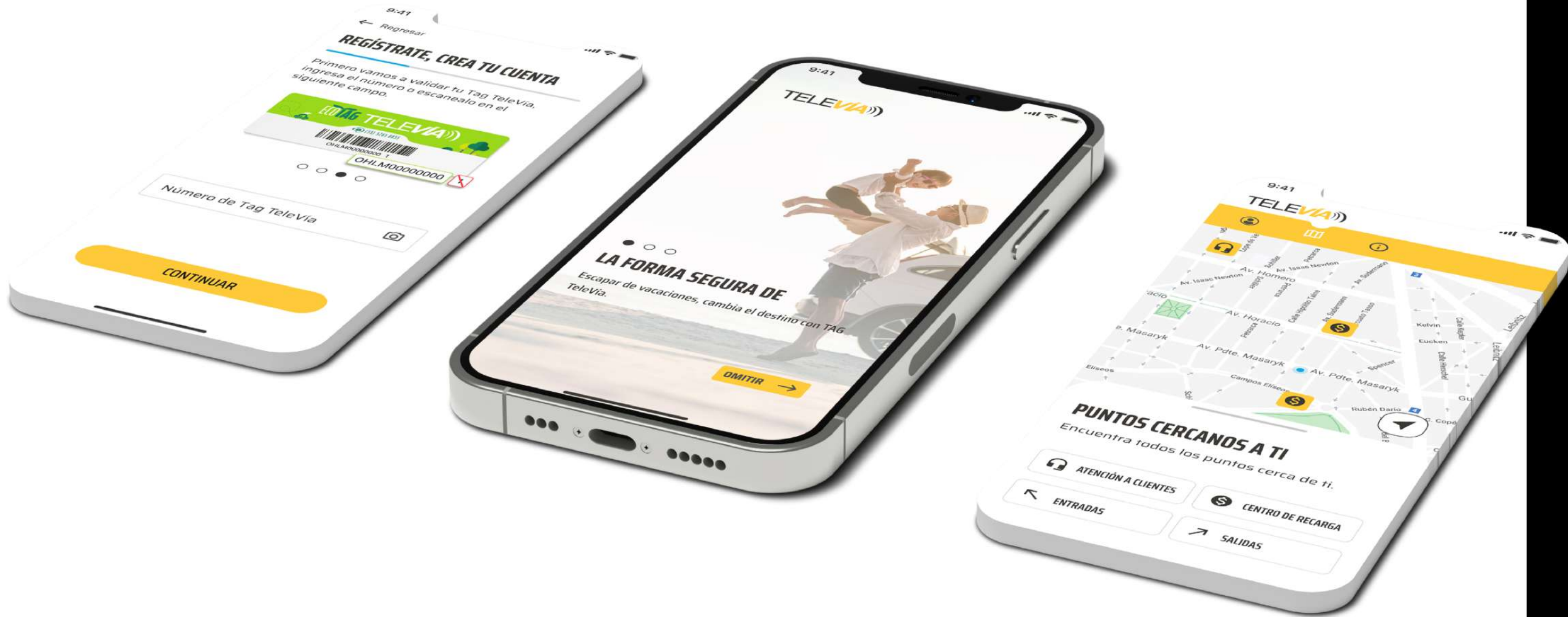
UX Discovery

B2B Solution

UI Design

Rewards

Employee Training Online



TELEVIA

OBJECTIVE:

Product and business strategy consulting for effective product definition and launch.

METHODOLOGIES & SOLUTION:

App iOS & Android (Mobile)

UX Competitor Analysis

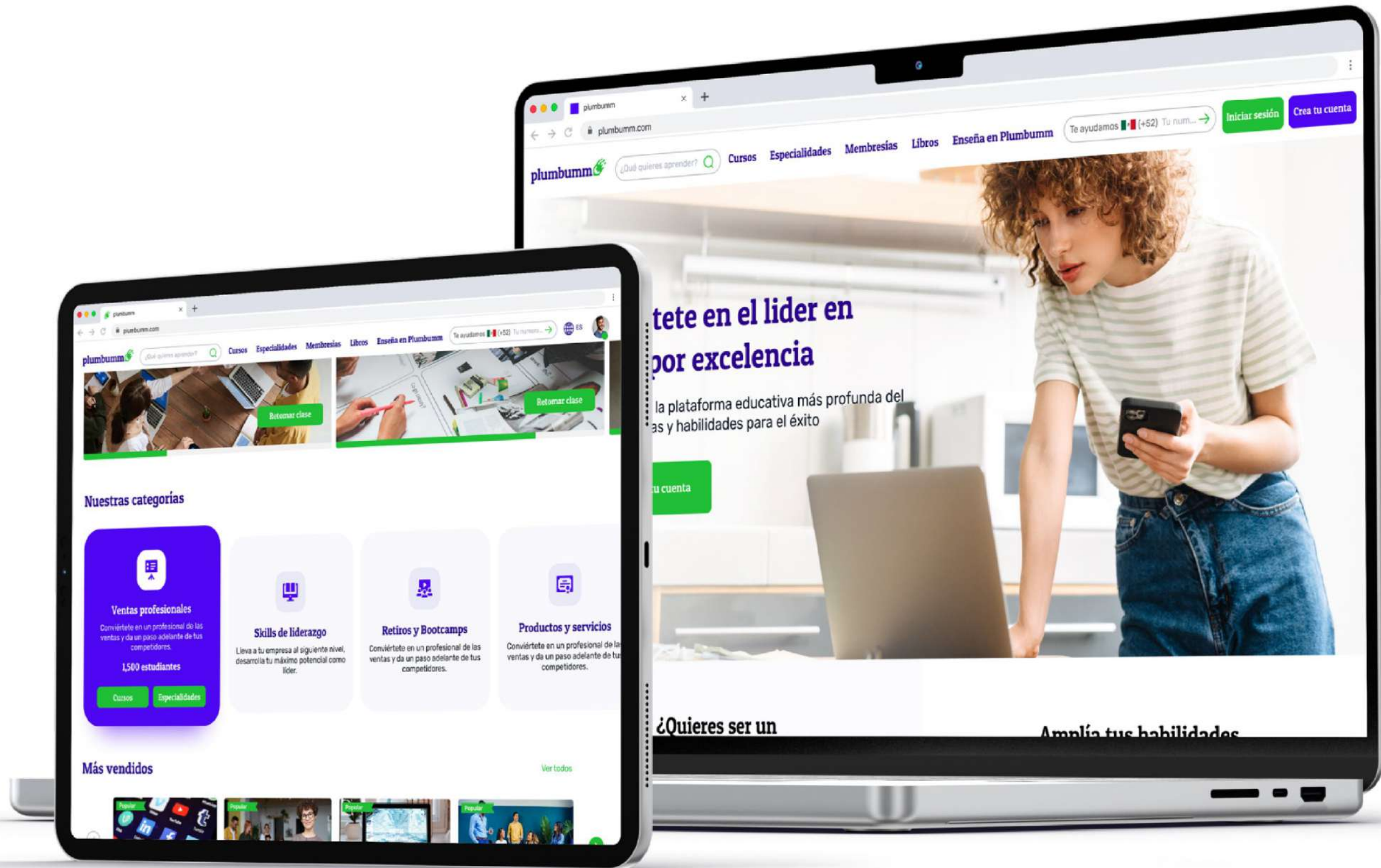
B2C Solution

UI Design

Roads & routes finder/get directions

Loyalty Program

Social Hub



PLUMBUMM

OBJECTIVE:

Create an interactive online platform for students to acquire knowledge, explore resources, and complete assessments.

METHODOLOGIES & SOLUTION:

Web Responsive Solution

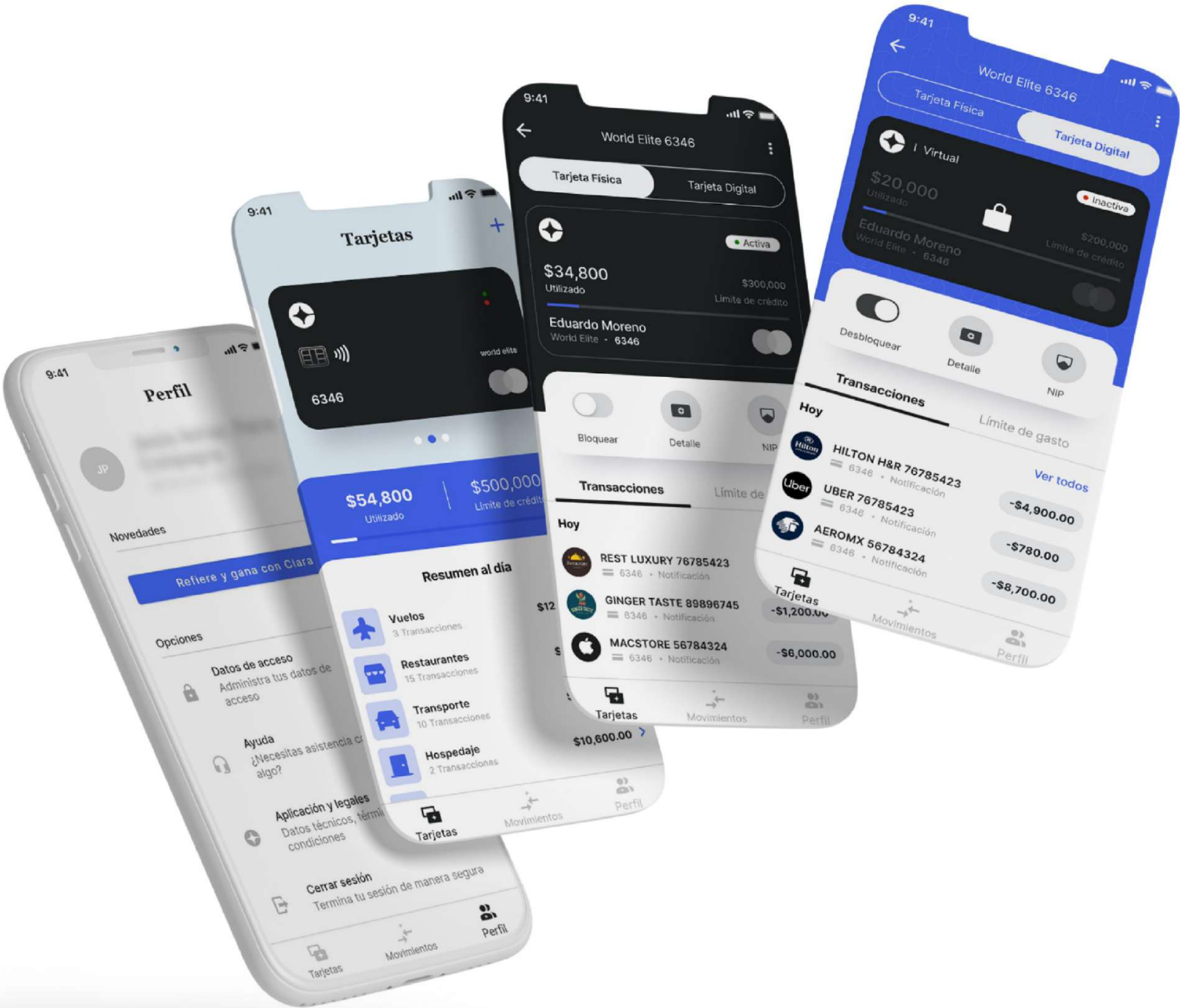
UX Competitor Analysis

Branding Design

UI Design

Social Media Marketing

Annual Membership



CLARA

OBJECTIVE:

Redesign the Cards section to create an intuitive, clean, and vibrant interface, providing users with an easy and seamless workflow.

METHODOLOGIES & SOLUTION:

UX Competitor Analysis

UX Tests

UI Design

Micro interaction Design

BRANDING

EDUARDO MORENO DIGITAL DESIGNER

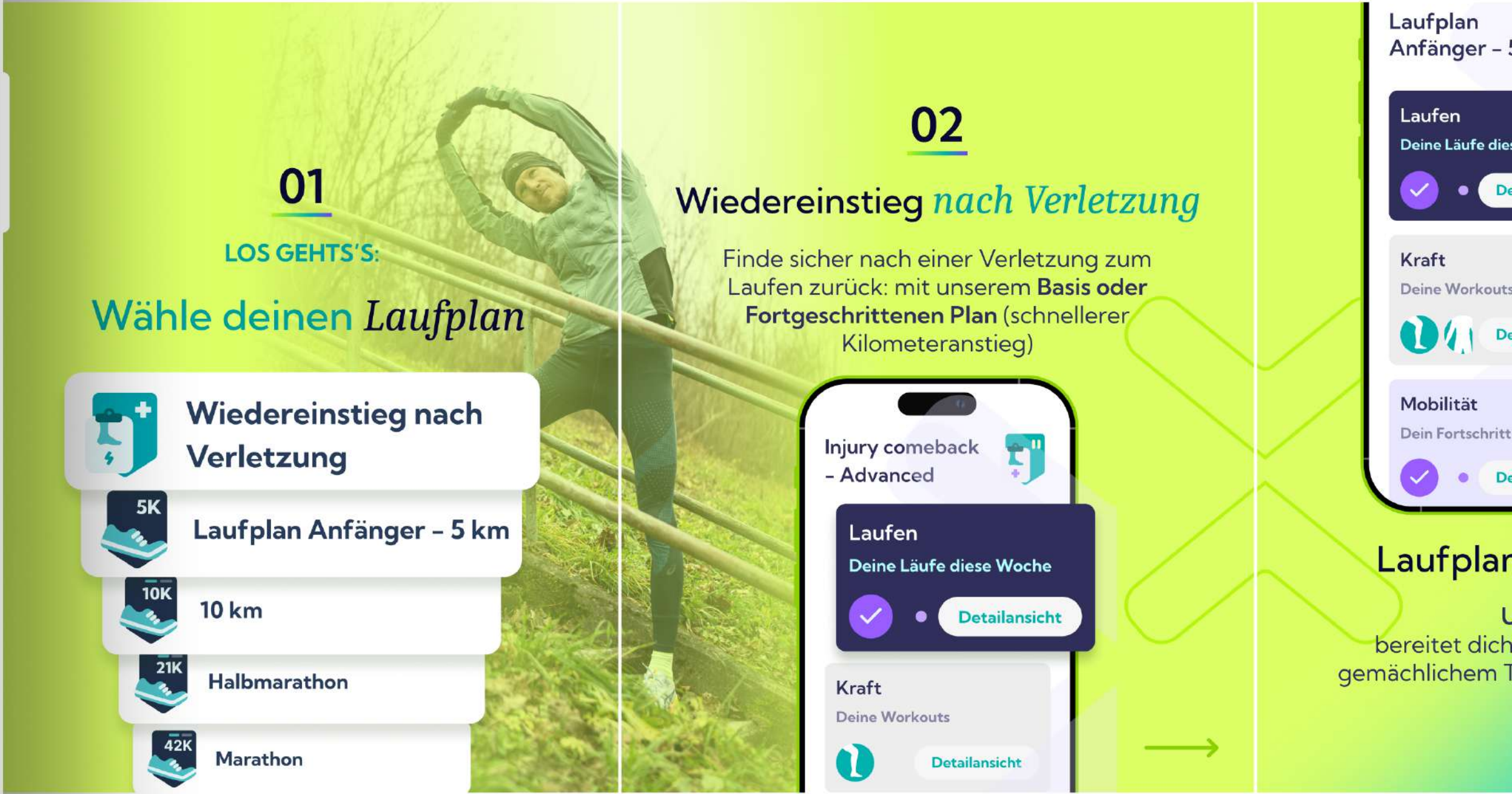


Logotypes I've designed for a variety of clients, helping them give a distinct brand identity and personality to their businesses.



SOCIAL MEDIA POSTS

Posts on social media create meaningful connections with clients, driving engagement and promoting business advantages.



NEWSLETTERS

Regular newsletters foster ongoing communication between businesses and their clients.

econocomdigital
Products & Solutions

SOLUCIONES

Digital Signage



¿Qué es?

Permite establecer una comunicación a la medida para un público específico, una ubicación y hasta una hora determinada.

La solución cuenta con un sistema de **gestión de contenidos (CMS)**.

Este opera mediante un **control centralizado**.

¿Como funciona?

1

DISEÑO DE PLANTILLA

- Personalización.
- Definir formatos de contenido.
- Agregue efectos y transiciones.

2

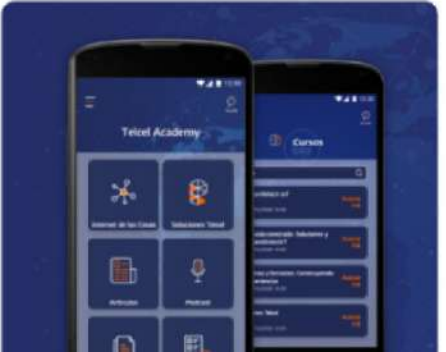
GESTIÓN DE CONTENIDO

- Administrar contenidos **centralizado desde un CMS**.
- Control del contenido por dispositivo.
- Accesible **desde cualquier lugar** con conexión a internet.

3

REPRODUCCIÓN DE CONTENIDO

- Control de día y horario.
- Control de **Reproducción 24/7**.
- Crear un grupo de distribución o indicando la pantalla deseada.
- Consumir **contenido en tiempo real** a través de enlaces Web.



Nueva versión de Telcel Academy

Llegó a las tiendas digitales con tres nuevas funcionalidad...

SAMSUNG



**SM-T220NZSAMXO**

TABLET SAMSUNG GALAXY TAB A7 LITE 8.7 PULGADAS, MODELO SM-T220, COLOR PLATA, 3GB RAM, 32GB ROM, WI-FI, 2+8 MP, ANDROID 11, VEL. 2.3GHZ,1.8GHZ

\$ 2,677.00

**SM-T220NZAAMXO**

TABLET SAMSUNG GALAXY TAB A7 LITE 8.7 PULGADAS, MODELO SM-T220, COLOR GRIS OSCURO, 3GB RAM, 32GB ROM, WI-FI, 2+8 MP, ANDROID 11, VEL. 2.3GHZ,1.8GHZ

\$ 2,677.00

**SM-X200NZSLMXO/ P-GT-WPXXTOM**

TABLET SAMSUNG GALAXY TAB A 8, 10.5 PULGADAS, MODELO SM-X200, COLOR PLATA, 3GB RAM, 32GB ROM, 5+8 MP, WIFI, ANDROID 11, Q/C, VEL. 2GHZ

\$ 4,196.00

**SM-X200NZALMXO/ P-GT-WPXXTOM**

TABLET SAMSUNG GALAXY TAB A 8, 10.5 PULGADAS, MODELO SM-X200, COLOR GRIS OSCURO, 3GB RAM, 32GB ROM, 5+8 MP, WIFI, ANDROID 11, Q/C, VEL. 2GHZ

\$ 4,196.00

***Limitado a unidades**
Vigencia: 30 de Agosto 2022 o hasta agotar existencias.
Precios en pesos mexicanos y no incluye I.V.A.

José Antonio Juárez Moreno
Gerente Comercial / Product & Solutions

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 +52 56 1179 3328

 jose-antonio.juarez@econocom.com

econocomdigital
Products & Solutions

acer



NX.ADDAL.00A

LAPTOP ACER ASPIRE 5 A315-58-36TP CORE I3-1115G4 DC 3.00GHZ/ 8GB RAM MAX 20GB / 256 GB SSD / 15.6 FHD IPS / WINTI HOME / PLATA / 1 AÑO DE SEGURO CONTRA ROBO

\$ 10,290.05

**NX.A7YAL.00F**

LAPTOP ACER ASPIRE 5 A515-45-RQEQ AMD RYZEN 7 5700U QC 1.80GHZ / 8GB MAX 20GB / 512 GB SSD / 15.6 FHD IPS / WINTI HOME / PLATA / CUBIERTA DE ALUMINIO / 1 AÑO DE SEGURO CONTRA ROBO

\$ 15,562.74

**NX.A88AL.003**

LAPTOP ACER ASPIRE 5 A515-45G-R74B RYZEN 5 5500U HC 2.10GHZ / 8GB MAX 24GB DDR4-3200MHZ / 256GB SSD / RADEON RX 640 2GB / R3-45 / 15.6 FHD IPS / WINTI HOME / PLATA / 1 AÑO DE SEGURO CONTRA ROBO

\$ 12,607.02

**NX.A1GAL.00B**

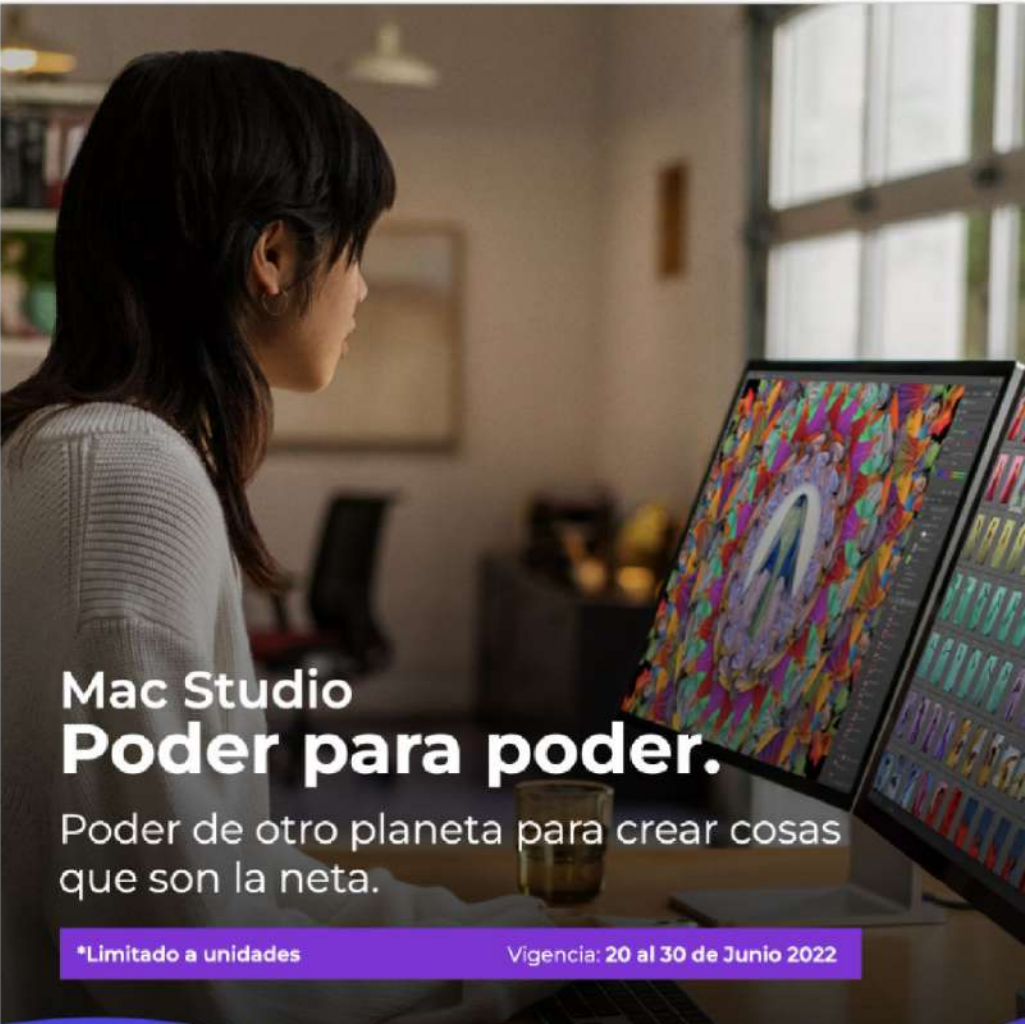
LAPTOP ACER ASPIRE 5 A515-56-72AM CORE I7-1165G7 QC 2.80GHZ / 8GB MAX 20GB / 512 GB SSD / IRIS XE 15.6 FHD IPS / TAPA ALUMINIO / WINTI HOME / PLATA / 1 AÑO DE SEGURO CONTRA ROBO

\$ 18,386.50

**NX.A28AL.008**

LAPTOP ACER ASPIRE 5 A514-54-55ZZ CORE I5-1135G7 QC 2.40GHZ / 8GB MAX 20GB / 1TB + 256 GB SD / 14 FHD IPS/ WINTI

***Limitado a unidades**
Vigencia: 30 de Agosto 2022 o hasta agotar existencias.
Precios en pesos mexicanos y no incluye I.V.A.



Mac Studio

Poder para poder.

Poder de otro planeta para crear cosas que son la neta.

***Limitado a unidades**

Vigencia: 20 al 30 de Junio 2022

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Gerente Comercial / Product & Solutions

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Products & Solutions

DELL
Technologies



**4XPWT**

LAPTOP DELL VOSTRO 3401 INTEL CORE I3-1005G1 | 12 GB | 256 SSD | 14 PULGADAS HD | WIN 10 PRO | GARANTIA 1 YR | NEGRO | 4XPWT

\$ 10,994.00

**P45H9**

LAPTOP DELL INSPIRON I5-11320H | 8GB | 256GB S. SSD | WIN 11 HOME | CARA P45H9

\$ 16,033.00

**R6DCW**

LAPTOP DELL INSPIRON 3511 INTEL CORE I3-1115G4 | 8 GB | 256GB SSD | 15.6 PULGADAS HD | WIN 11 HOME | GARANTIA 1 YR | R6DCW

\$ 11,823.00

**OFHIY**

LAPTOP DELL LATITUDE I5-11350T | 8GB | 256GB S. SSD | WIN 10 PRO | GARANTIA 1 YR | OFHIY

\$ 17,171.00

**WC3MN**

LAPTOP DELL VOSTRO 3400 INTEL CORE I5-1135G7 8 GB 256GB SSD 14 PULGADAS HD WIN 10 PRO GARANTIA 1 YR. NEGRO WC3MN

\$ 15,136.00

**JJP9K**

LAPTOP DELL LATITUDE I5-1235U | 8GB | 256 GB S. SSD | WIN 10 | GRIS | JJP9K

\$ 21,714.00

BANNERS

EDUARDO MORENO DIGITAL DESIGNER

Promotional banners that engage clients and strengthen brand recognition through clear communication of discounts and new products.



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MODELO GARDENIA





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 2
 1
 1

Lic. Cecilia Olmos
ASESOR INMOBILIARIO CITARA

☎ 55 6182 6550 ✉ diana.valdivia@agentecasas.com.mx



Sabemos que en tus propósitos está el bienestar de tu familia



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