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# FACU PUIG

UI/UX DESIGNER - WORDPRESS DEVELOPER

## About me

I build websites since 1997, I've been mastering Adobe for over 12 years. Designing always fascinated me. My dad, an award-winning designer, taught me everything he knew about this profession, so I learned the old school first. I am an enthusiastic self taught I have learned from Udemy, TrainSimple, SitePoint and many other sites.

One of my first jobs was at Viacom's Showcase Cinemas at customer care and later as supervisor of teams serving clients in many levels. After return to Argentina from USA, I worked for Apex with clients such as MCI/Verizon, Telefonica from Spain, Tarjeta Naranja from Argentina, the work at Apex gave me great experience with the customer support industry in different aspects of it.

After Apex, I worked for HP Argentina in the IT area assisting clients as **Blue Shield of California** with offices in San Francisco, Los Angeles, Sacramento, and **Symantec** (Norton Antivirus) which teams were located in India and China and also worked with HP teams based in London and Brazil.

I'm a WordPress user for 10 years now and thanks to my experience I was able to work as WP community liaison and blog author at Arvix Hosting Company. I moderated the WP Arvix online community between July 2015 and September 2016.

Besides, due to my WP experience I am also able to organize, host and talk at [meetups](#) about websites design and development.

I'm an avid Evernote user with almost 8 years of experience and thanks to that [I'm a Community Leader for Argentina](#). I work together with a worldwide team for the purpose of developing and increasing the user base for Evernote. For the next months the plan is to increase the user base



organizing meetups, workshops and events to show the community best practices, tips and workflows with Evernote.

I also design completely and print a local magazine called [Revista Vida Natural](#). I design the ads and the magazine itself.

## The Design Process

In every project the process is almost the same, after meetings with the client to determine the scope of the project, I start doing the **research** to have a complete understanding of all the options I can present to the client regarding how to solve his problem. Then together with the client we start to **plan** based on the target user by gathering all the knowledge and information we can about them and how they can use and react the subject of the project. (That may be a website, and/or a MKT campaign, a product, etc).

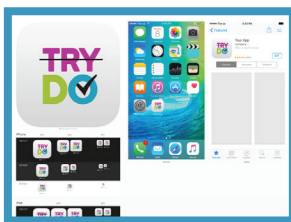
We have interviews with the final users, we create personas to have a user profile, then a low quality mockup/wireframe is presented and we work on the architecture of the information. Then I present sketches, site maps and user flow, a low quality

prototype.

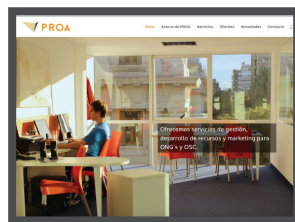
We test how all the previous reserch may work, we plan the architecture of the information to be use. I place the content and we test again after HD prototypes has been shared. Once all is tested, I develop the project in the required form, and after the project is launched we analyze the use, the impact and the reactions.

I present to the client adjustments that may be needed to improve the final user experience.

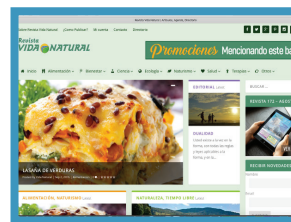
## Some of my work



Try Do App Icon



Consultora PROA



Revista Vida Natural



Suma 3 Consultores

### Skills

Dreamweaver ★★★★★  
Photoshop ★★★★★  
InDesign ★★★★★  
Illustrator ★★★★★

Adobe XD ★★★★★  
Wordpress ★★★★★  
Project Mgmt ★★★★★  
Evernote ★★★★★