

Efrain Ayllon

DESIGNER. DEVELOPER. CREATIVE.

EDUCATION

- The Iron Yard**
September 2014 – December 2014
Ruby on Rails Certification
June 2016 – September 2016
iOS App Certification
- Art Institute of Houston**
2013 – 2014
Graphic Design - Associates Degree

SKILLS

User Experience

Brainstorming, Paper Prototyping, Wireframing, Hi-fi Prototyping, User & Usability Testing

Design

UI Graphics, Concept Sketches, Wireframe and Mockups, Animation, Print material design, Logo Design, Branding, Social Media

Photography

Composition, Post-production, Image manipulation, optimization

Development

HTML, CSS, JavaScript, Objective-C, GIT, Azure, Swift, SwiftUI, Python, Ruby on Rails, Angular

TOOLS

Figma, Sketch, Illustrator, Photoshop, Axure, InDesign, Adobe XD, InVision, After Effects, Premiere Pro, Final Cut Pro, Motion, Light Room, Atom, Git, Balsamiq

EXPERIENCE

- General Motors / Senior Product Designer**
May 2022 – September 2024 | Remote·Houston, TX
 - Redesigned frameworks and expanded functionalities using Figma to create prototypes for General Motors.
 - Collaborated with cross-functional teams to bring new framework to life.
 - Achieved increased user engagement and positive feedback on the new framework design.
 - Updated General Motors' brands to align with guidelines on icons, colors, and fonts.
 - Collaborated with designers to ensure brand consistency and visual appeal.
 - Implemented design changes to enhance user experience and brand recognition.
- Woodforest National Bank / UI/UX Designer**
October 2021 – April 2022 | Houston, TX
 - Developed templates and components to ensure consistent design implementation on the main website.
 - Collaborated with stakeholders to design materials for a new Point-of-Sale program tailored to meet business requirements and user experience expectations.
 - Partnered with branches to create visually consistent banners for display on all ATMs in alignment with branding guidelines.
- United Airlines / UI/UX Designer**
March 2017 – October 2021 | Houston, TX
 - Integrated two legacy systems from the Continental/United Airlines merger, enhancing flight attendants' daily tasks.
 - Led user research and rapid prototyping to develop personas and high-fidelity designs for a web application.
 - Designed four mobile applications for Flight Attendants and Pilots, focusing on iPhone and iPad platforms.
 - Developed comprehensive marketing and training materials to support application adoption and user onboarding.
 - Built an internal beta testing platform, akin to TestFlight, enabling test groups and executives to access pre-release software.
- MeliMarketing / Web Developer & Designer**
February 2016 – March 2017 | Katy, TX
 - Improved workflows for seamless design-to-development handoffs.
 - Enhanced website performance through usability testing and user-centered design.
 - Created responsive, cross-platform designs with a mobile-first approach.