

# Hector Torres

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Mobile: (305) 401-9009 | Email: [hector.torres4@fiu.edu](mailto:hector.torres4@fiu.edu) | Portfolio: <http://htshowcase.com>  
LinkedIn: <https://www.linkedin.com/in/hector-torres-designer/>

## SUMMARY AND EXPERTISE

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**Expertise in Product Management, UX Design, and UI Design.** Effective Leader. Extremely analytical personality with efficient problem solving skills. Excellent research and communication skills with attention to details and quality. Experience with creating personas, determining problem scenarios and alternatives, creating value proposition and assumptions, performing customer discovery and research, performing market research, creating user stories, creating wireframes and prototypes, gathering and writing business requirements, creating mvp, and creating successful products within budget and on time.

- Product Management
- Scrum Agile Methodology
- Research and Planning
- UX Design, UI Design
- Website and App Design
- Software Development
- Digital Marketing, SEM, SEO
- CPC and PPC Advertising
- Social Media Marketing

## EDUCATION

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**Digital Project Management Certificate Course** August 2019 – September 2019  
University of Virginia, Darden School of Business

**Several Online Certification and Continuing Education Courses** April 2016 – July 2019  
(Product Management, UX Design, Digital Marketing, Lean Six Sigma, Agile Scrum)

**UX Design 6-month Bootcamp** February 2018 – August 2018  
Springboard Training

**Bachelor of Science in Information Technology / Software Development Concentration** August 2009 – August 2011  
Florida International University, Miami, FL

## CERTIFICATIONS AND LICENSES

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Digital Project Management Certificate ( to be completed September 2019)  
Google Analytics and Google AdWords Certification  
HubSpot Content Marketing Certification  
ITIL v3 Foundation in IT Service Management, EXIN  
Lean Six Sigma Yellow Belt, GoLeanSixSigma.com  
Microsoft Certified Systems Engineer (MCSE), Microsoft  
Microsoft Certified Professional + Internet (MCP+I), Microsoft  
Real Estate Sales Associate License - Florida  
Scrum Master Certification (CSM), Scrum Alliance

## SKILLS AND TOOLS

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**Product Management and Project Management:** Asana, BaseCamp, Confluence, Jira, KabanFlow, MS Excel, MS Project, MS Visio, Pivotal Tracker, Trello

**Research:** Interviews, Surveys, Card Sorting, Usability Testing, User Journeys, Competitive/Market Research

**UX Design:** A/B Testing, Content Strategy, Heuristics Testing, Personas, Prototyping, Research, Sketching, Sitemap, Storyboarding, Usability Testing, User-Centered Design, User Flows, User Stories

**Marketing:** Hootsuite, Facebook Ads Manager, Google AdWords, Google Analytics, Google Keyword Analysis

**UX/UI Tools:** Adobe CC Suite, Adobe XD, Axure, Balsamiq, InVision, Photoshop, Sketch

**CMS and E-commerce platforms:** Cascade, Magento, Shopify, WordPress, WooCommerce

**Languages and Frameworks:** CSS, HTML, Javascript, LAMP, PHP, SQL, Bootstrap, Angular, JQuery, Node.JS, React.JS

**KPI and Metrics:** Growth and Activation, Engagement, Net Promoter Score (NPS) Retention, User Satisfaction, Revenue

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## EXPERIENCE

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### Information Technology Instructor

July 2019 – Present

*Florida International University, Miami, FL*

Temporary contract position teaching User Experience, Google Analytics, Google Ads, and other information technology courses in a classroom setting.

- Prepare class curriculum
- Teach courses in a classroom setting of 20-30 students.
- Provide expertise in assigned content area and maintains current knowledge in technology field.
- Foster student learning through innovative teaching practices.
- Respond with urgency to meet student needs and communicates professionally and respectfully with students, and all other members of the FIU community.
- Offer proactive support and outreach to assigned students.

### Product Manager | Lead UX/UI Specialist

March 2019 – June 2019

*Boxy Charm – Pembroke Pines, FL*

Boxy Charm is a beauty subscription box service that has over 800,000 monthly subscribers and delivers a box of 4 to 5 full-size beauty products valued at over \$100 for just \$21 a month.

Agile team member responsible for UX designs and UI designs of the E-commerce website BoxyCharm.com. The focus was on designing the best user experience and user interface practices to increase the number of monthly subscribers and to maintain the existing monthly subscribers.

- Used UX UI tools including Sketch, InVision, and Adobe CC.
- Used Product Management tools and Project Management tools including Asana, Confluence and Jira
- Created personas; created problem scenarios and alternatives.
- Wrote business requirements and value propositions and assumptions
- Created user stories, wireframes, and prototypes
- Increased new users by 20% and 30-day active users by 25% each month
- Increased Revenue Metrics (MRR increased by 10% each month)
- Drove user experience across the company's website, impacting over a million users monthly.
- Owned all phases of UX/UI work including: user stories, conceptual design and sketches, prototyping, detailed graphic design, and UAT testing.
- Recommended using Sketch to design and mockup existing and new pages.
- Created a design library in Sketch/Invision from scratch to standardize all the colors and typefaces of the website and facilitate coding for the developers.
- Created a style guide for the creative/digital team based on the design library.
- Created a new checkout process, several landing pages, and redesigned a new e-commerce store page.
- Collaborated with digital team members including developers and graphic designers.
- Recommended and implemented new tools and best practices to improve the user experience.

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### Product Owner | UX/UI Designer | Website Developer

July 2016 – January 2019

*Florida International University, College of Engineering and Computing, Miami, FL*

Responsible for UX design and UI design of the main department and school websites belonging to the College of Engineering and Computing. Wrote the product requirements, planned the iteration, and managed the future changes backlog. The focus was on designing college-wide digital experiences that follow innovative best user experience and user interface practices. Also responsible for the user interface, navigation improvements, and design improvements on over 100 other college websites belonging to professors and college laboratories.

- Used UX tools, UI tools, CMS, Foundation, Bootstrap, A/B testing tools, social media tools, and marketing tools.
- Analyzed Growth and Activation KPI, Engagement KPI, Retention KPI, and User Happiness metrics.
- Increased total website visits by 10-15% each month; increased total monthly users by 10-20% each month.
- Gathered business requirements, wrote business requirements, and managed the product backlog.
- Drove user experience across all of the college brands, impacting tens of thousands of users monthly, including the main college site (<https://cec.fiu.edu/>)
- Owned all phases of UX/UI work associated with software releases including: end-user interviews, observational studies, conceptual design and sketches, experience flows, prototyping, detailed graphic design, user interface implementation, user testing, and maintenance.
- Developed and proactively evolved a UX/UI design library into a central guideline of standards and best practices as seen on the following Style Guide <https://digicomm.fiu.edu/style-guide/>.
- Collaborated with product team members at all stages of the product development process to design and build UI elements with a high degree of quality that enrich the user experience.
- Recommended and implemented new tools and best practices to improve the user experience.
- Understood and followed proper procedures and best practices.
- Ensured high quality technical documentation is completed and maintained.
- Reviewed functional specifications, user guides, or other product documentation to verify that the design and functional requirements are in alignment.
- Worked with product teams from different departments to understand user needs, business needs, and stakeholder requirements.
- Presented design concepts and deliverables to the product team, as well as internal stakeholders, including department managers. Leading design reviews, and presenting to senior management when needed.
- Taught, Instructed, Mentored, and provided assistance to faculty, staff, students, and other designers.

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**Product Manager | UX Designer | Digital Marketer**  
*Idealocity, Inc., Miami, FL*

January 2013 – June 2016

Product Manager role and UX Designer role in a digital marketing agency primarily leading mobile responsive website development projects and digital marketing campaign projects for small and medium-sized businesses. Involved in all phases of product management including: research, analysis, planning, building, and revising. Used Agile Scrum methodology. Managed projects lasting between 1 to 12 months. Contributed hands-on work to UX team and Marketing team. Completed over 20 website and digital marketing projects, including e-commerce websites.

- Led and supervised mobile responsive website projects, iOS apps, and E-commerce website products that involved SketchApp, Invision, Adobe CC, A/B testing tools, CSS, HTML, Git, Github, JavaScript, Linux, MySQL, PHP, REST, and SOAP, Shopify, WordPress, and WooCommerce.
- Performed user experience research of websites and apps; analyzed research results; created user personas, user stories, and user flows.
- Created and analyzed KPI's for each project.
- Gathered and wrote business requirements; supervised creation of mockups and wireframes.
- Managed, maintained, performed SEO, and involved in digital media strategies; including assisting with social media channels and creating other digital media such as brochures and flyers.
- Consulted with clients to define goals, scope, requirements, and budgeting for projects.
- Coordinated sprint meetings with core team members and stakeholders to review progress, address concerns and assist as needed.
- Recruited, mentored, and supervised a team of UX designers, web developers, app developers, and digital marketing professionals.
- Mentored and provided assistance to customers and colleagues.

**UI Designer | Front End Developer | SQL Developer**  
*Univision Communications, Miami, FL*

December 2010 – December 2012

Developed a KPI dashboard and performed hands-on programming using SQL Server Integration Services SSIS, SQL Server Reporting Services SSRS and ASP .NET to develop a communications dashboard to provide insight into cellular network usage.

- Developed a KPI dashboard in order to present data from text files with inconsistent structures from major telecoms
- Imported data using a customized SQL DTS import package into firm's ERP suite.
- Scrum Agile environment was used to perform all phases of project management, including planning, initiation, definition of scope, creation of business requirements, execution, testing and close-out; delivered ongoing maintenance.
- Launched on-time and within budget by using 2-week sprints and using Microsoft Project, Jira and Excel to manage project.
- Reduced communication costs by 15% due after releasing the KPI dashboard.

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**Product Manager | Information Technology Manager | Application Developer**  
*Komatsu Latin America Corp., Miami, FL*

April 1997 – July 2009

Started out as an application developer and worked my way up to becoming the Product Manager for the company's in-house ERP system and then managed all of the company's information technology functions, including software development, infrastructure, network, security and user-support. As the Product Manager, I collaborated with C-level managers to create and maintain the product backlog according to return on investment. This was the Miami office of a global heavy equipment manufacturer. Led a 10-person onsite team as well as 15 remote/contract employees. Managed the IT budget. Maintained and enhanced a Windows network. Influenced project lifecycle, including goals, gathering requirements, planning, milestones, follow-up, quality assurance, deployment, training and close-out. Worked with stakeholders to implement solutions. Collaborated with IT leadership to create global policies; generated over \$100K revenue from IT services.

### ***Infrastructure Projects***

- **Coordinated Data Center & Office Move:** Planned and executed a physical office move from Miami Airport area to Medley, including gathering business requirements, design, procurement, planning and deployment of all networking, infrastructure, co-location service for IBM virtual servers; supported 100 local users plus 100 remote users; achieved 5-year OPEX savings exceeding \$100k.
- **Performed Business Continuity:** Partnered with IBM to design a disaster recovery solution with 1-day restoration time; led creation of DR planning, including creation of a vendor Service Level Agreement (SLA).
- **Warehouse Infrastructure:** Designed and deployed Miami facility's infrastructure with an onsite data center with ability to sync with main office; rolled out an RF/barcode scanning system.
- **Deployed Cisco VoIP:** a VoIP and WiFi solution to support 100+ users and reduced costs by 50%.

### ***Development Projects***

- **Managed SAP Conversion Project:** Prepared all in-house ERP data for migration into SAP with a focus on customizing sales data; collaborated with global and domestic teams based in Chicago, Brazil, and Chile.
- **Product Management and Development of ERP System:** Developed an internal ERP system using Visual Basic and SQL Server. Trained employees on the setup and use of the ERP modules for the sale of heavy equipment machines and parts.
- **Developed Company Websites:** Created corporate website, intranet portal, and extranet sites; achieved improvements in internal communication and sales productivity.

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## CURRENT VOLUNTEER WORK

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**Product Owner**  
*Haiti Now (Ayiti Now Corp)*

September 2019 – Present

Responsible for:

- Product Vision
- Strategy for product development and delivery. Cooperation and communication with teams, stakeholders and product users.
- Description of the users, with the help of value proposition canvas and personas.
- Close collaboration with development team(s).
- Identification of the business value used for prioritization.
- Identification of business themes that product should support in given time.
- Management of requirements. Break down of requirements (features, epics, user stories).
- Assuring that team understands requirements with help of acceptance criteria.
- Setting up an order of requirements.
- Management of Backlog in Trello.
- Roadmaps and releases.
- Providing feedback to the team.
- Approving deliverables.
- Facilitating sprint review.

## PROFESSIONAL REFERENCES

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Available upon request.