

PORTFOLIO OF

Enrique Torres

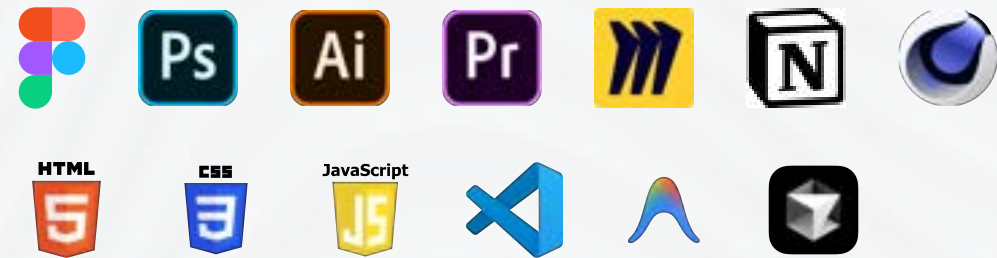
UX/UI DESIGNER



Enrique Torres

EXPERIENCE

I am a senior UX/UI designer with over 10 years of experience. I am skilled in Figma, interaction design, prototyping, handoff to developers, and motion graphics. I have experience working as a remote designer and a proven ability to lead and deliver successful projects. I deeply understand the design process and have experience working with cross-functional teams. I also have experience creating handoffs for developers, ensuring the designs are executed correctly and efficiently.



KEY SKILLS

User Experience Design
User Interface Design
Motion Graphics Design
Wireframing
User Research
AI Rapid Prototyping
User Testing
Journey Mapping

Competitive Analysis
Mobile First
Design Thinking
3D & 2D Animation
AI Vibe Coding
AI Frontend
HTML/CSS/JS

PROFESSIONAL EXPERIENCE

May, 2022 — Present

UX DESIGNER, EPAM SYSTEMS

Creating design for desktop and mobile applications, style guides. Collaborating with client and developers.

Aug, 2021 — May 2022

SENIOR PRODUCT DESIGNER, PERSONALSOFT LLC

- > Conducting presales discovery workshops with clients.
- > Leading the product design process for the internal products and the external clients.
- > Design and provide design solutions taking into account the usability standards.
- > Leading design thinking workshops with clients to gather requirements.

May, 2021 — Aug, 2021

SENIOR CREATIVE COORDINATOR, RAMSAY INNOVATIONS LLC

- > Part of the marketing and sales team in charge of designing strategies to boost leads and improve digital products.
- Member of the UX/UI team that creates new products, web page design, and app design

Feb, 2011 — Jan, 2021

CREATIVE DIRECTOR, ITEM SAS

Senior Motion Graphic Artist, leading several projects and managing the visual image of a local tv channel called Telecaribe where I was in charge of 5 people among motion graphic artists and editors.

I was the team leader in more than eight high-profile projects for live events, creating video mappings, 3D and 2D animations. I was leading the brand design team for the channel and designed the new app and web pages. I had four people in my web design team and five in my motion graphics team

EDUCATION

2020 –2021

SENA

Technical degree in multimedia production

2000 –2002

UNIVERSIDAD AUTÓNOMA DEL CARIBE

Bachelor's degree in systems engineering



Market Intelligence

B2B - B2C - BUSINESS INTELLIGENCE

Real estate market trends analysis and lead generation

ABOUT THE PROJECT

Cotality's Market Intelligence is designed to help businesses identify new market opportunities.

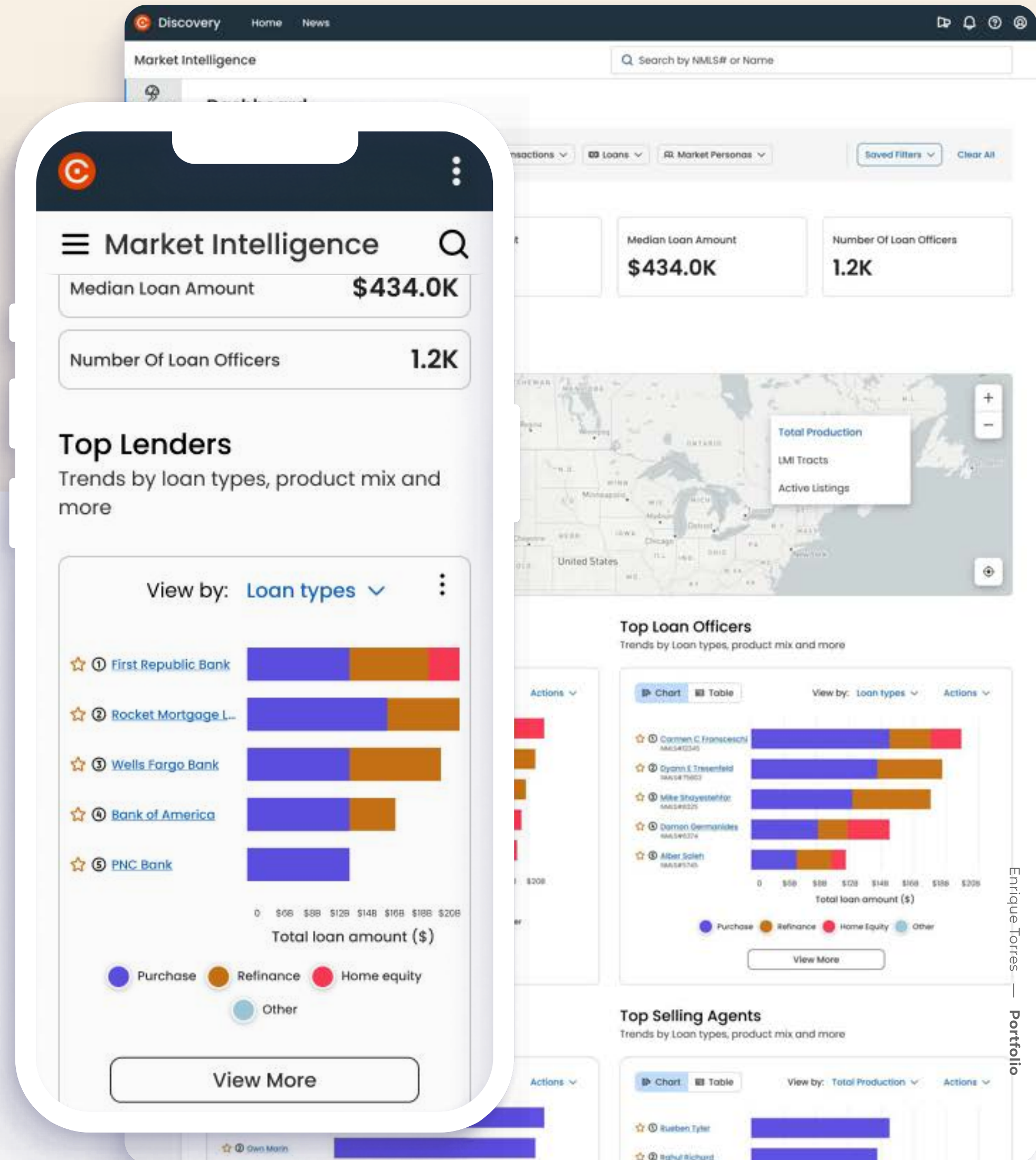
By analyzing market trends, consumer preferences, and competitive landscapes, Market Intelligence can uncover untapped markets, emerging trends, and niche segments, providing valuable insights to drive growth and innovation.

CHALLENGE

Create a product to help users identify emerging trends, market gaps, and new opportunities; staying current with the latest market insights, so they can position their business for success.

USED SKILLS

- ✓ COMPETITIVE ANALYSIS
- ✓ USER FLOWS
- ✓ UX/UI DESIGN
- ✓ PROTOTYPE
- ✓ RESPONSIVE DESIGN
- ✓ ACCESSIBILITY

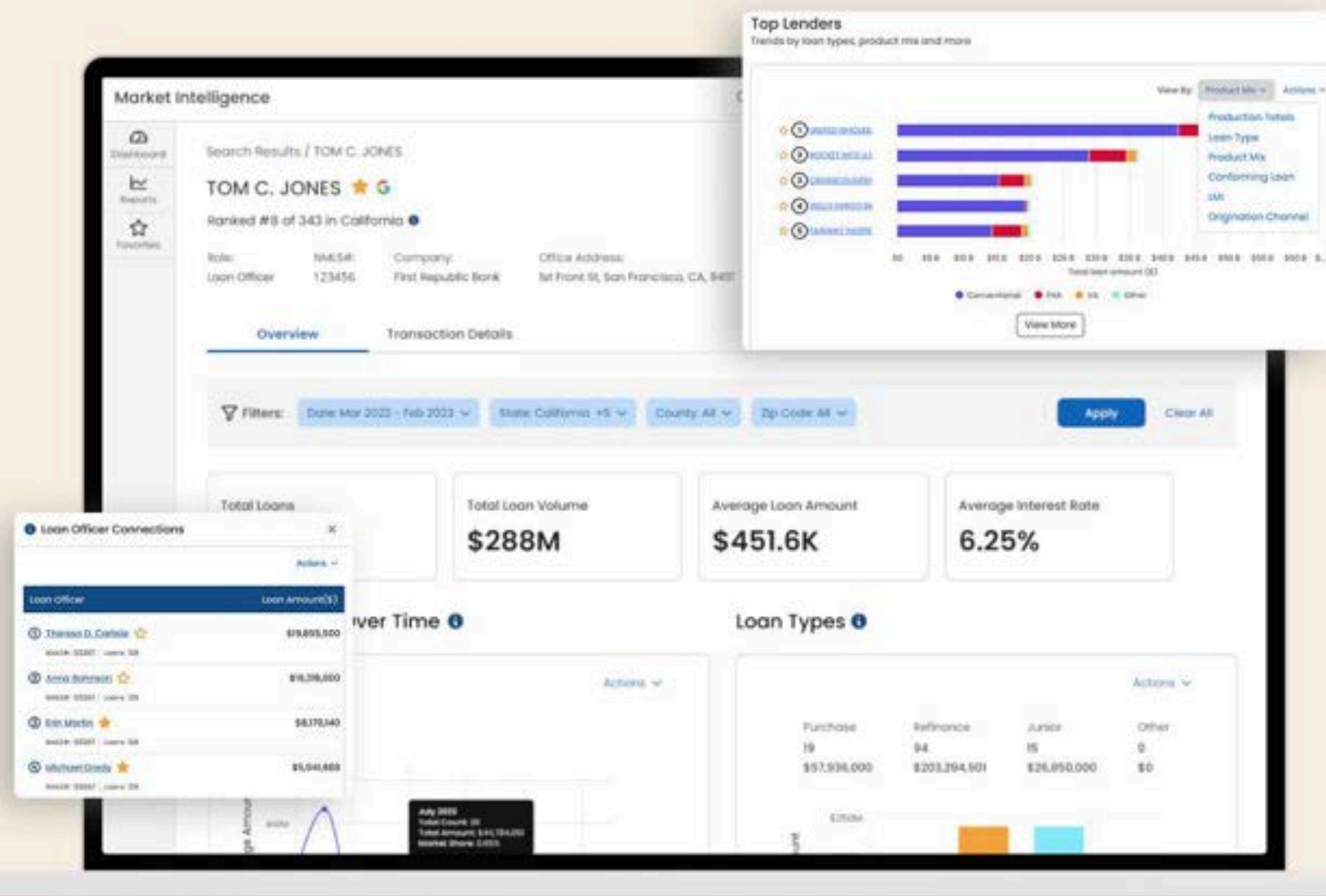
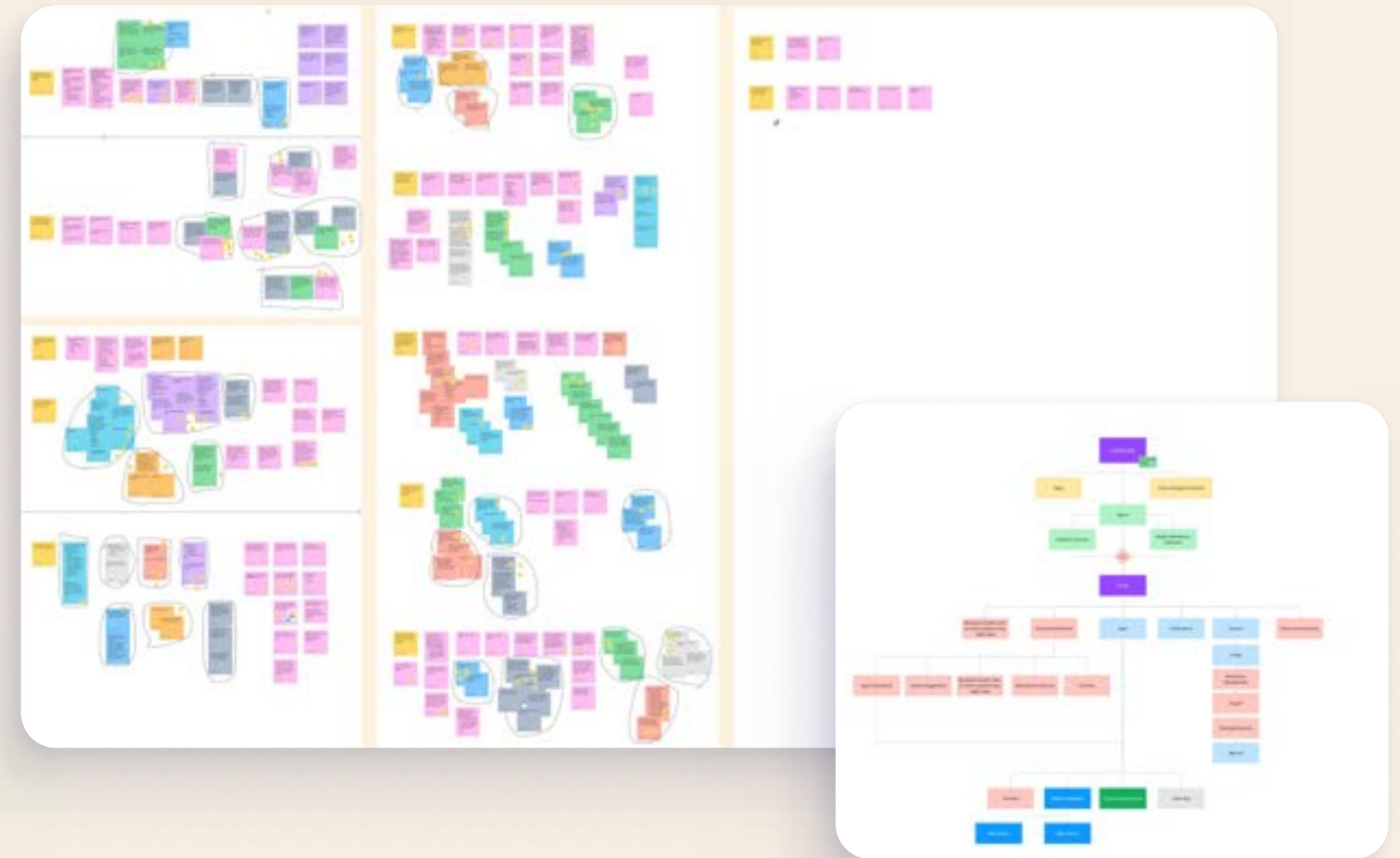


DISCOVERY PHASE

This phase was critical to the project, as it brought all stakeholders into alignment around the product's vision and intended outcome.

The primary objective was to establish a shared understanding of the data to be presented, enhance usability, maintain focus on the core problem, and ultimately deliver a product that is both valuable and trustworthy for users.

To achieve this, we conducted a series of structured activities, including information architecture definition, competitor analysis, "How Might We" (HMW) sessions, and ideation and prioritization workshops.



SOLUTION

The solution needed to ensure that data was easy to interpret, actionable, and consistently up to date. A key priority was enabling faster, more informed decision-making by reducing friction and simplifying complex datasets.

To achieve this, I focused on selecting the most effective data visualizations based on user needs. I improved readability through clear visual hierarchy, consistent patterns, and thoughtful spacing. I also identified and prioritized key KPIs, helping users focus on what truly matters.

From a product standpoint, responsiveness and accessibility were essential. The experience was designed to work seamlessly across devices, including mobile. It also met WCAG AA standards, which was especially important given that many high-profile clients were government institutions and banks.

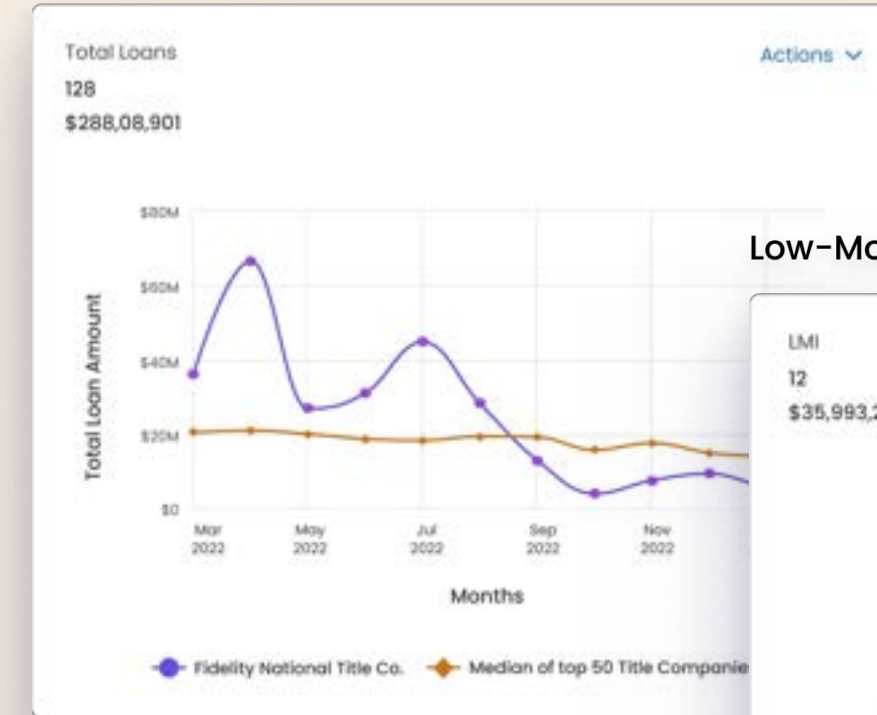
ACCESSIBILITY WCAG AA

There was a strong emphasis on making the information accessible to all users, regardless of their abilities. To achieve this, I followed WCAG AA standards, ensuring that both content and data visualizations were usable by people with disabilities, including those with visual impairments. This included designing experiences that could be navigated not only visually, but also through keyboard interaction, screen readers, and voice-assisted technologies.

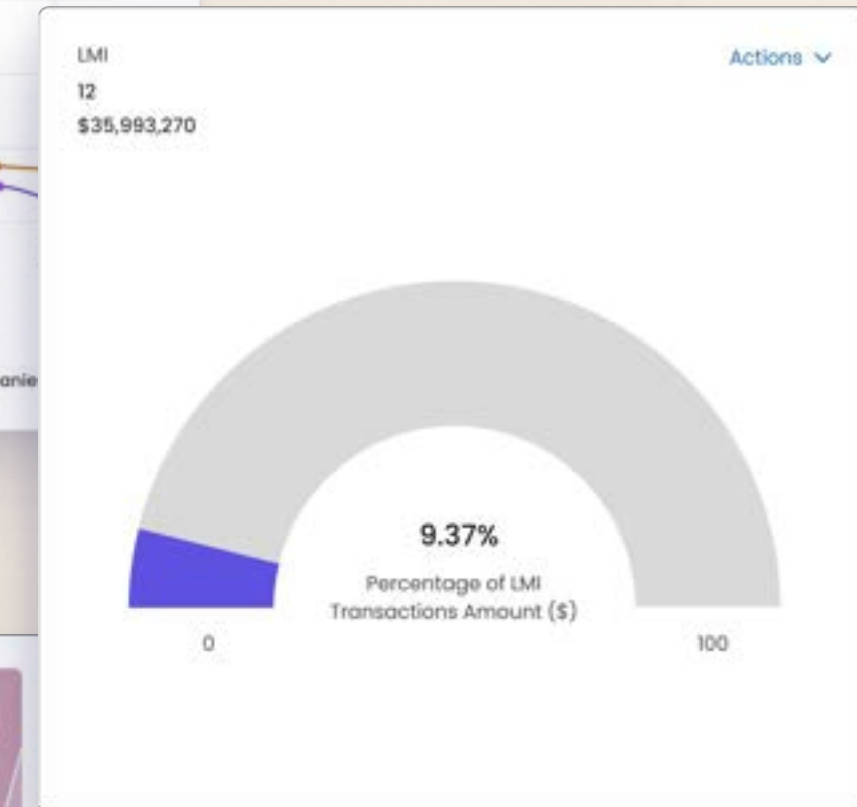
Particular attention was given to charts and data representation. Visualizations were built using Highcharts, which provided a solid foundation for accessibility through features such as screen reader support, keyboard navigation, and alternative data formats. In addition, careful consideration was given to selecting the most appropriate chart types for each dataset, ensuring that information was not only accessible but also meaningful. This helped users better understand patterns, compare values, and ultimately make more informed decisions.

The overall page structure was also carefully designed to support accessibility. Layout decisions prioritized clear navigation through the use of semantic landmarks, descriptive labels, and a well-defined heading hierarchy. This approach allowed users relying on assistive technologies to easily understand the structure of the page, move between sections efficiently, and access key information without confusion.

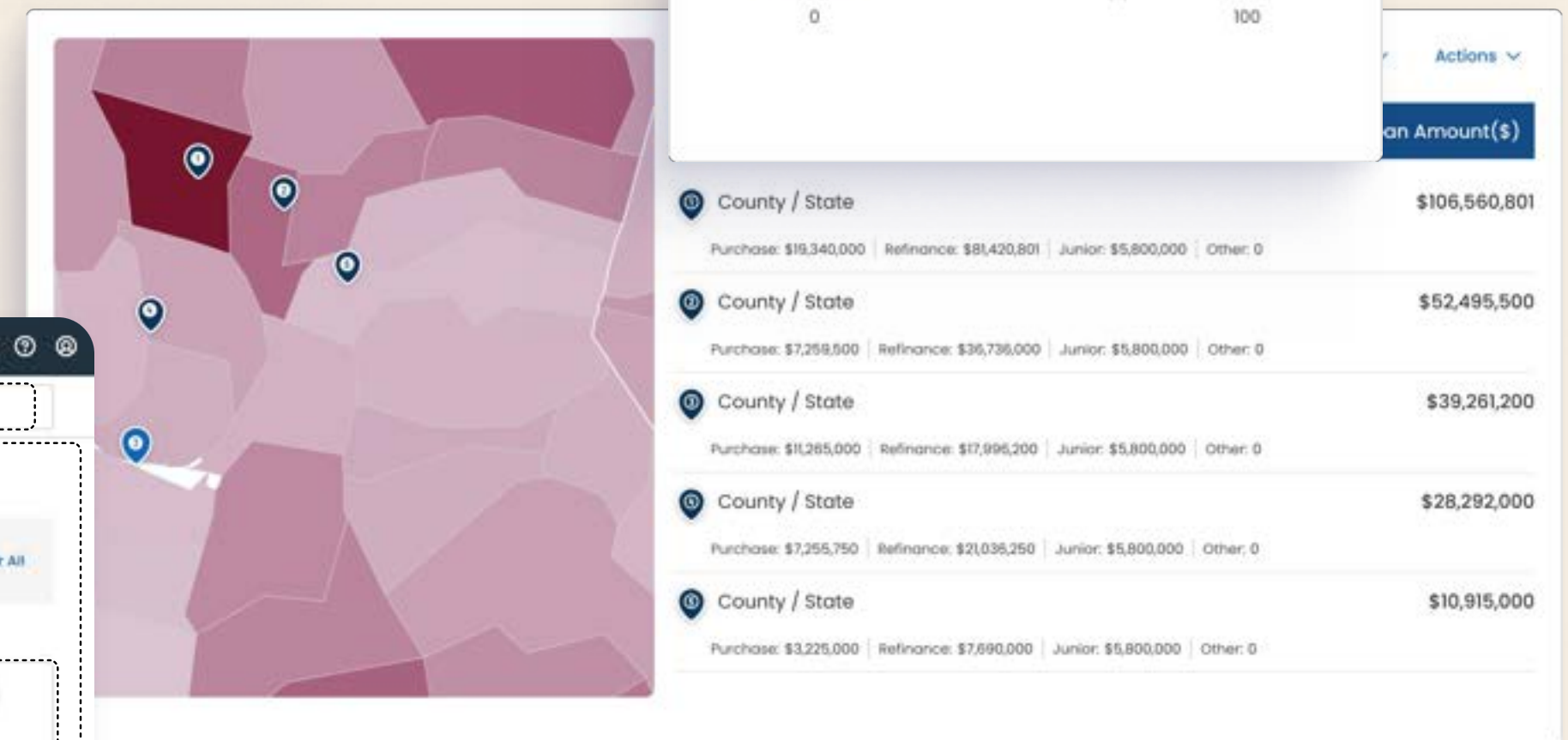
Loans Over Time ⓘ



Low-Moderate-Income Census Tract ⓘ



Transactions by Region ⓘ



Discovery Home News

Search by NMLS# or Name

Dashboard ^{H1}

Filters: Past 12 Months | Location | Transactions | Loans | Market Personas | Saved Filters | Clear All

| Total Loans ^{H2} | Total Loan Amount ^{H2} | Median Loan Amount ^{H2} | Number Of Loan Officers ^{H2} |
|---------------------------|---------------------------------|----------------------------------|---------------------------------------|
| 13.7M | \$57.1B | \$434.0K | 1.2K |

Production By Region ^{H2}

Explore production and active listing trends

Total Production in All States

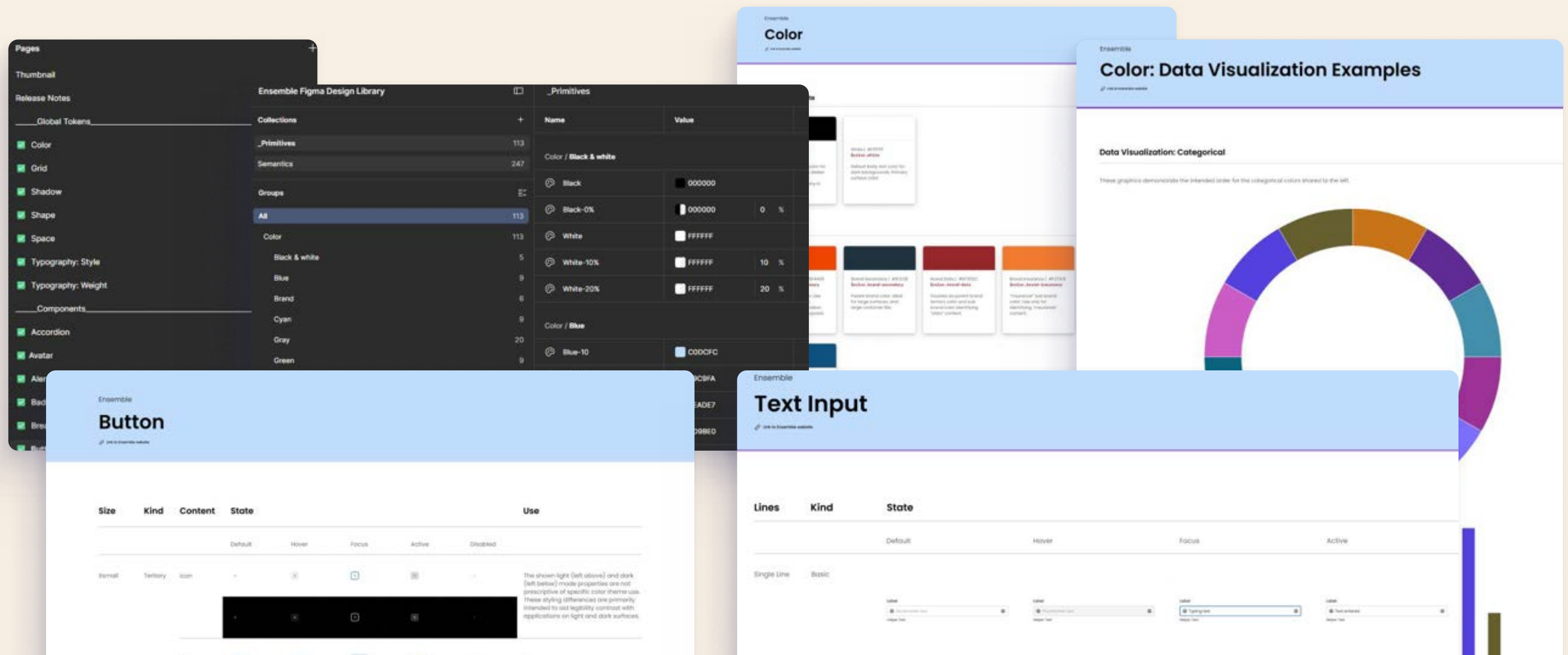
Legend: Total Production, LMI Tracts, Active Listings

ENSEMBLE DESIGN SYSTEM

The product was built using a design system called Ensemble, developed and maintained in Figma to ensure consistency, scalability, and efficiency across the experience. Ensemble provided a unified language for design and development, enabling teams to move faster while maintaining a high level of quality and coherence across the Araya platform.

At its core, the system leveraged variables and design tokens to standardize key properties such as color, typography, spacing, and elevation. These tokens acted as a single source of truth, making it easier to apply global changes, support theming, and ensure visual consistency across different components and products. By using variables within Figma, the system also enabled more dynamic and flexible design workflows, reducing redundancy and improving collaboration between designers and developers.

I actively contributed to the expansion and maintenance of the design system, including the creation of new components and tokens to support evolving product needs. Ensemble was structured following atomic design principles, organizing components into atoms, molecules, and organisms, which allowed for scalable and reusable UI patterns. I also ensured the correct use and application of the system across multiple products within the Araya platform, promoting consistency, improving adoption, and helping teams deliver more cohesive user experiences.





RETAIL, PHARMACY, PHOTO, WELLNESS

Discovery of new features and mobile app redesign

ABOUT THE PROJECT

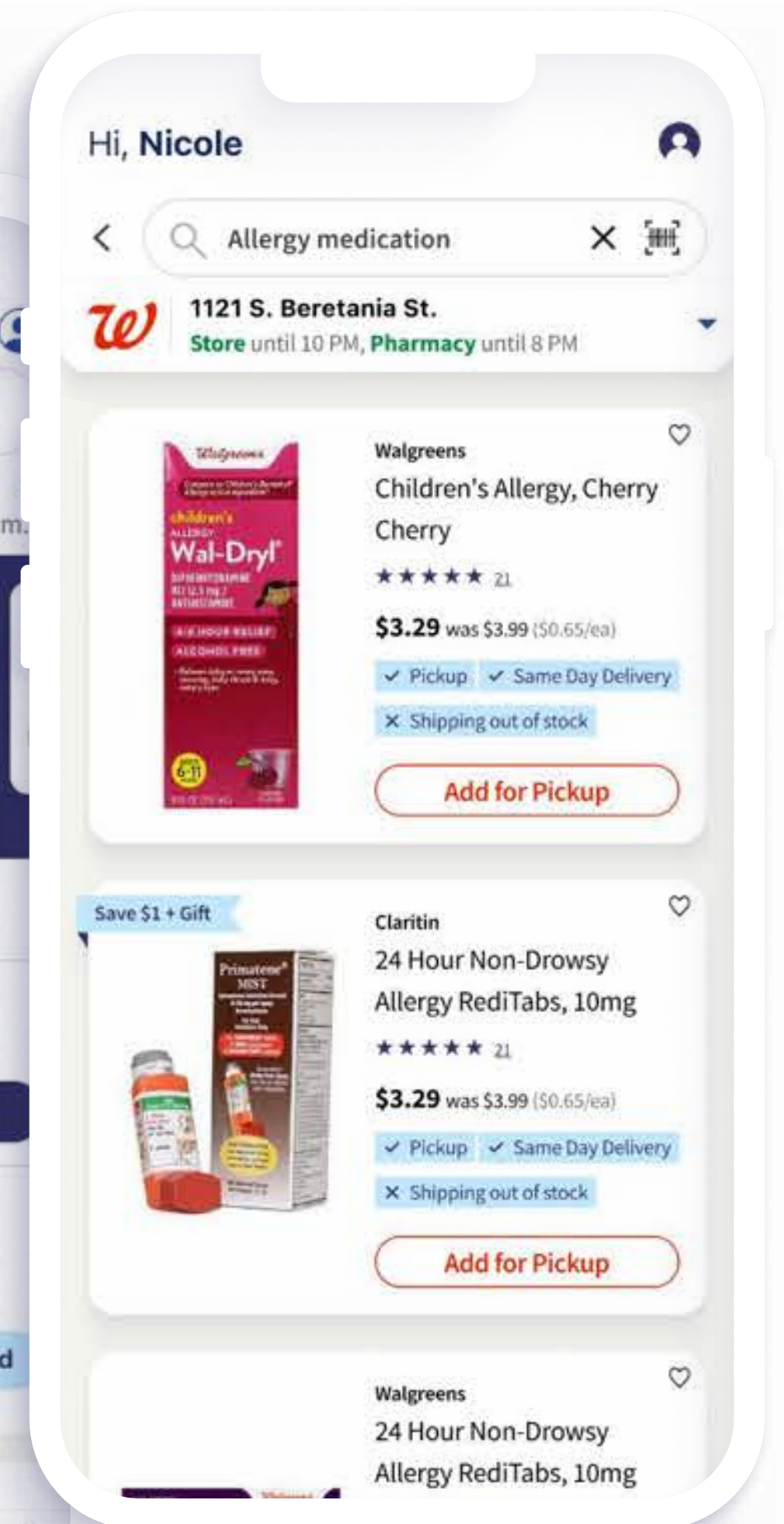
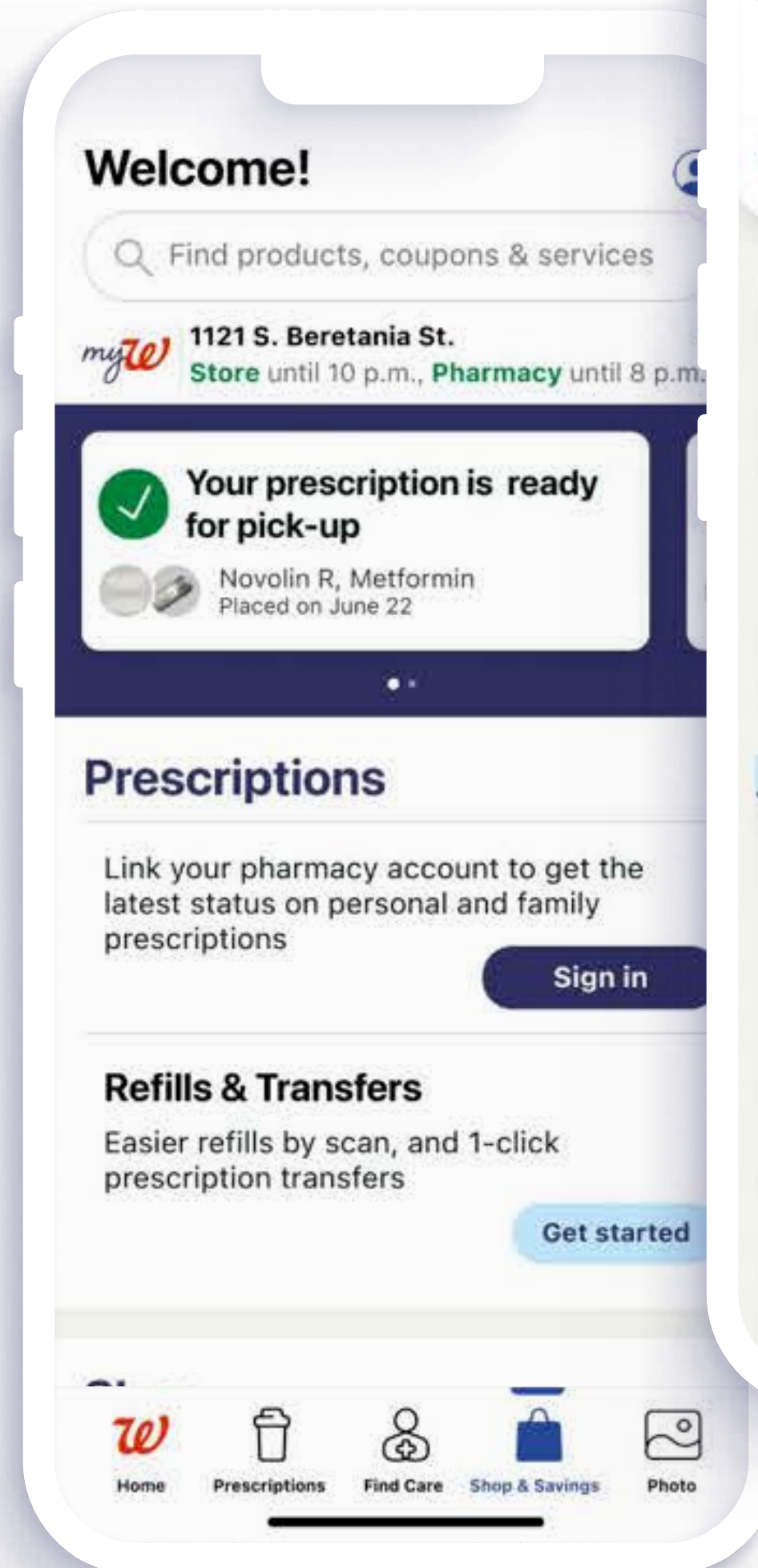
is an American company that operates the second-largest pharmacy store chain in the United States behind CVS Health.[3] It specializes in filling prescriptions, health and wellness products, health information, and photo services.

CHALLENGE

Discover new features to implement in the mobile application, and redesign the current experience to achieve better results in conversion numbers, conversion time and NPS scores.

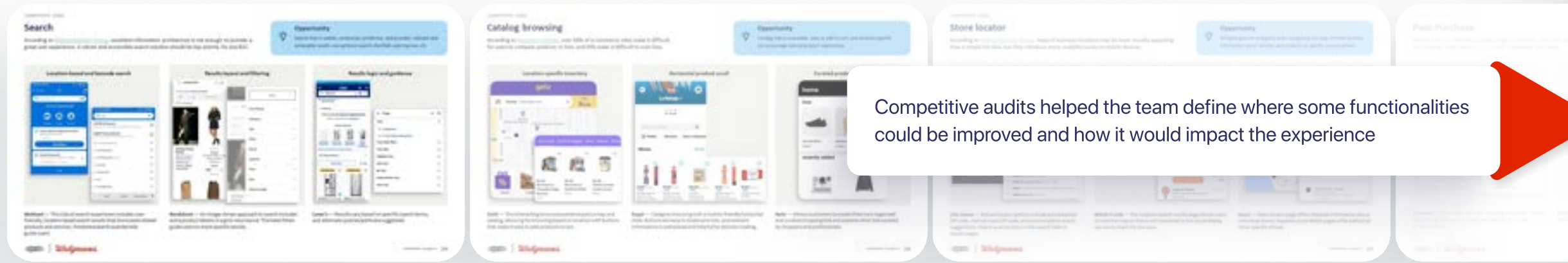
USED SKILLS

- ✓ COMPETITIVE ANALYSIS
- ✓ USER FLOWS
- ✓ WIREFRAMES
- ✓ USER JOURNEY MAPS
- ✓ UX/UI DESIGN
- ✓ PROTOTYPE
- ✓ HEURISTIC ANALYSIS



RESEARCH AND DISCOVERY INSIGHTS  miro

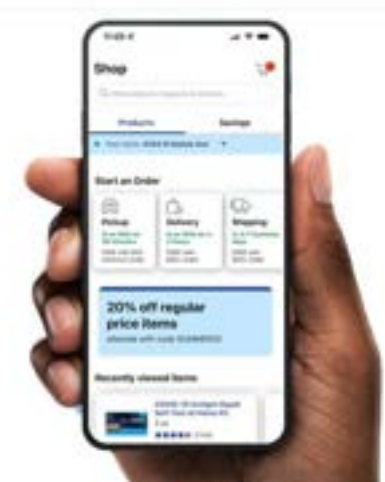
The first step was mapping the existing experience and creating user journey maps across all LOBs. It was an extensive effort on the part of the design team, intending to identify weak points in the current experience, opportunities for improvement, and interactive exploration. We received from Walgreens NPS surveys; extensive documents; but outdated research information that helped us understand and have a clear overview of the current state.



Competitive audits helped the team define where some functionalities could be improved and how it would impact the experience

Retail - Key Areas of Opportunity

- Consistent user interface**
Use the same icons and patterns for similar interaction throughout the experience.
- Accessibility**
Use live text and remove any characters that could be full words (e.g. "x") should be "add."
- Personalization**
Highlight multi-brand items, personal offers, relevant products, and chosen store sites.
- Cross sell**
Add more and consistent cross sell opportunities throughout the shopping experience.
- Surface content**
Remove saved offers from the floating CTA surface on the retail landing.



What are journey maps

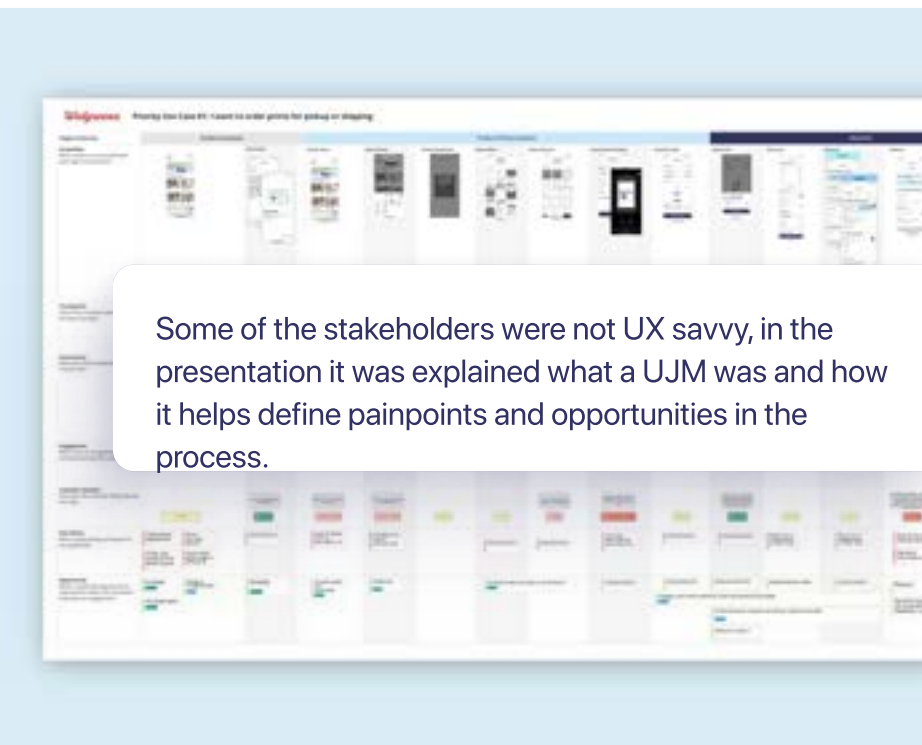
Our journey maps build out the use cases, identifying key touchpoints, interactions and experiences. This allows us to make hypotheses the user emotion as they move through an experience, identify pain points, and most importantly identify opportunities.

What these are:

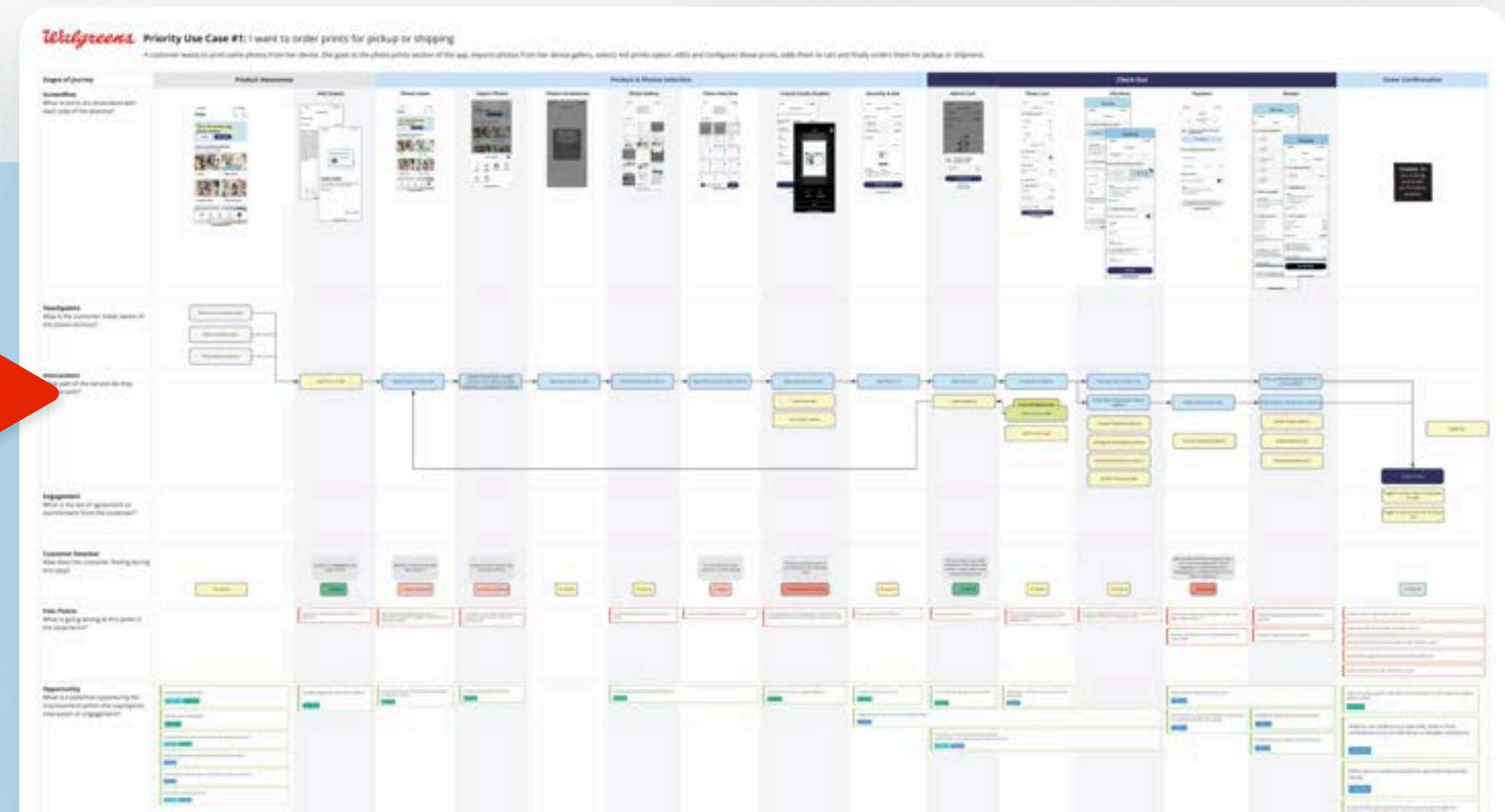
- Based on the existing experience
- Key flows we've identified
- Hypotheses on the user's feelings

What these aren't:

- The complete existing experience
- Representative of a future experience
- Based on conducted user research.



Some of the stakeholders were not UX savvy, in the presentation it was explained what a UJM was and how it helps define painpoints and opportunities in the process.

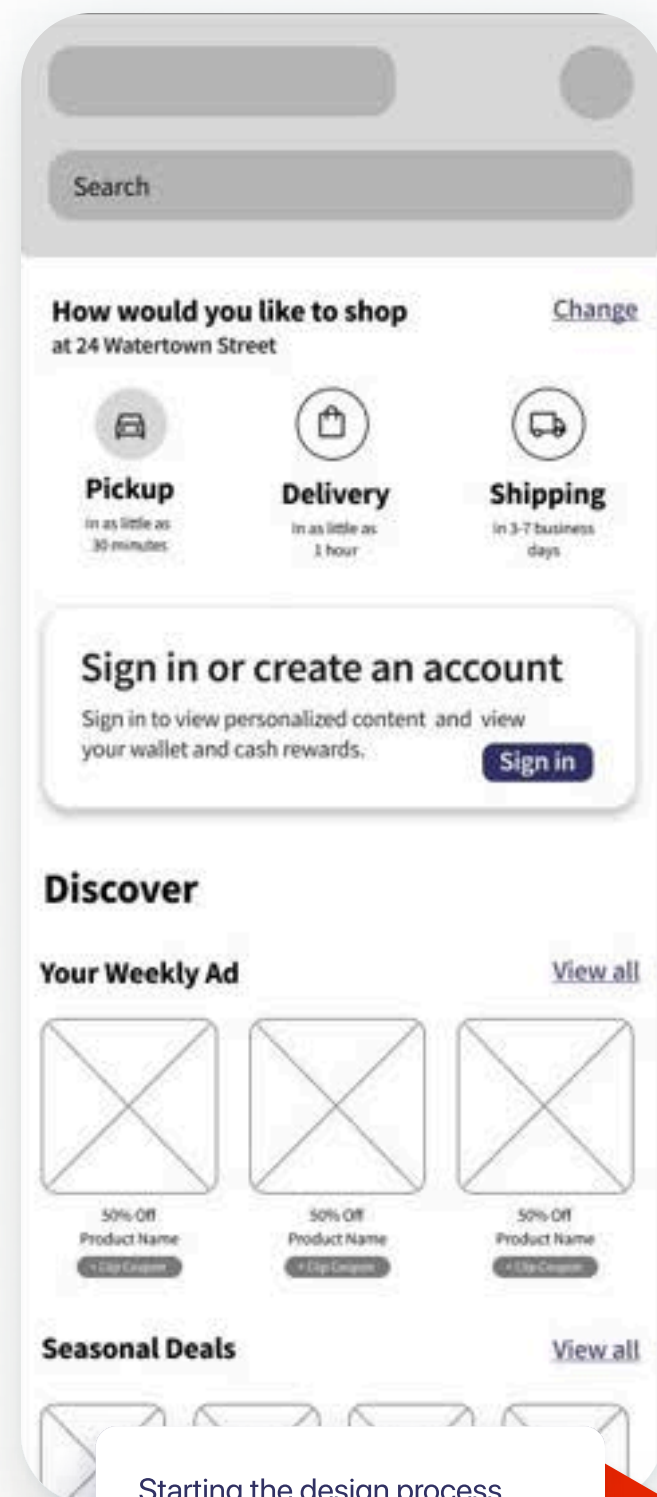


VISUAL REDESIGN

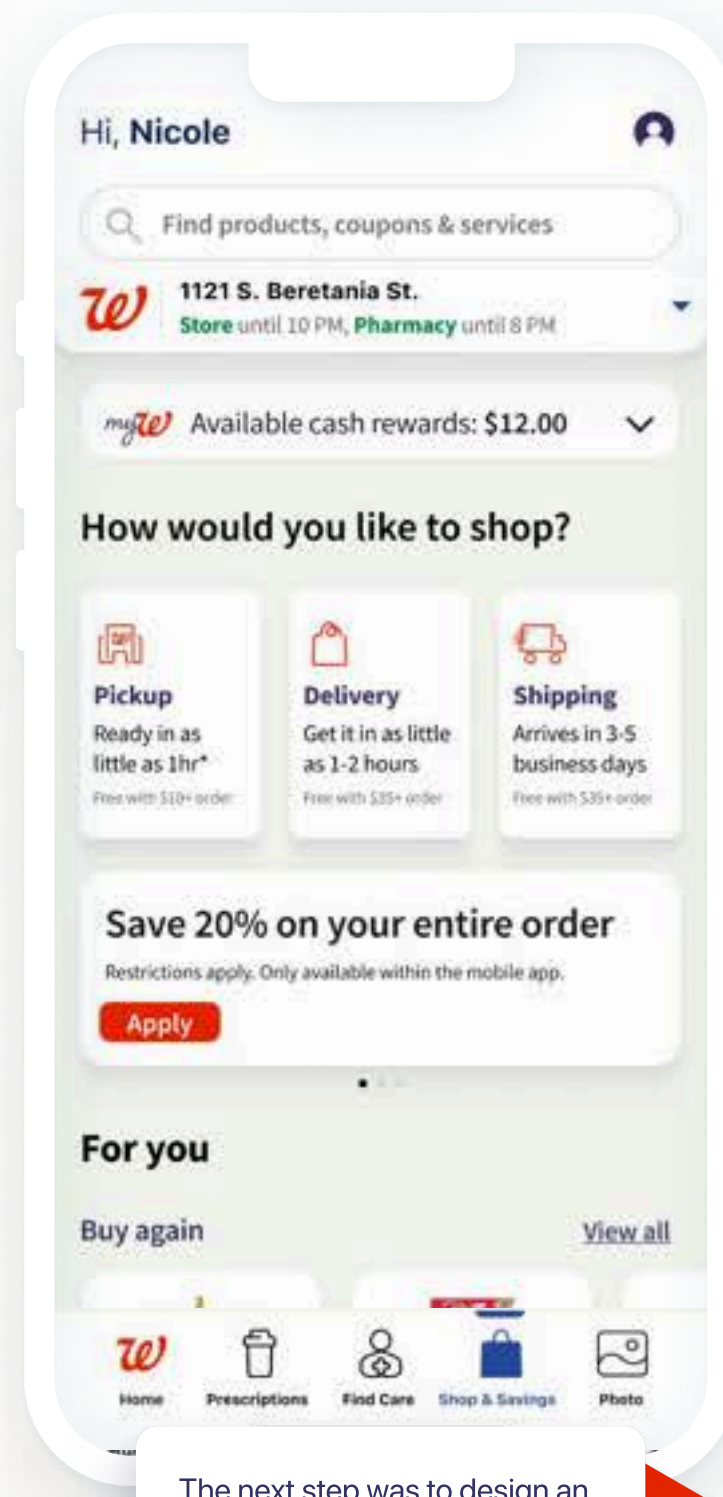
Visual representation of the discovered features helped us present a more contextual approach of what was being worked on and how it would benefit the OKR expected at the end of the process.

The designs, even if they were not the final ones, were put in place following the information architecture information that was gathered from previous discovery sessions, regarding the visual design, it was delivered as close as possible to the final product design, this was made with the intention of creating prototypes for desirability testing at the later stages of the roadmap. All designs were used following Walgreens aesthetics and design principles.

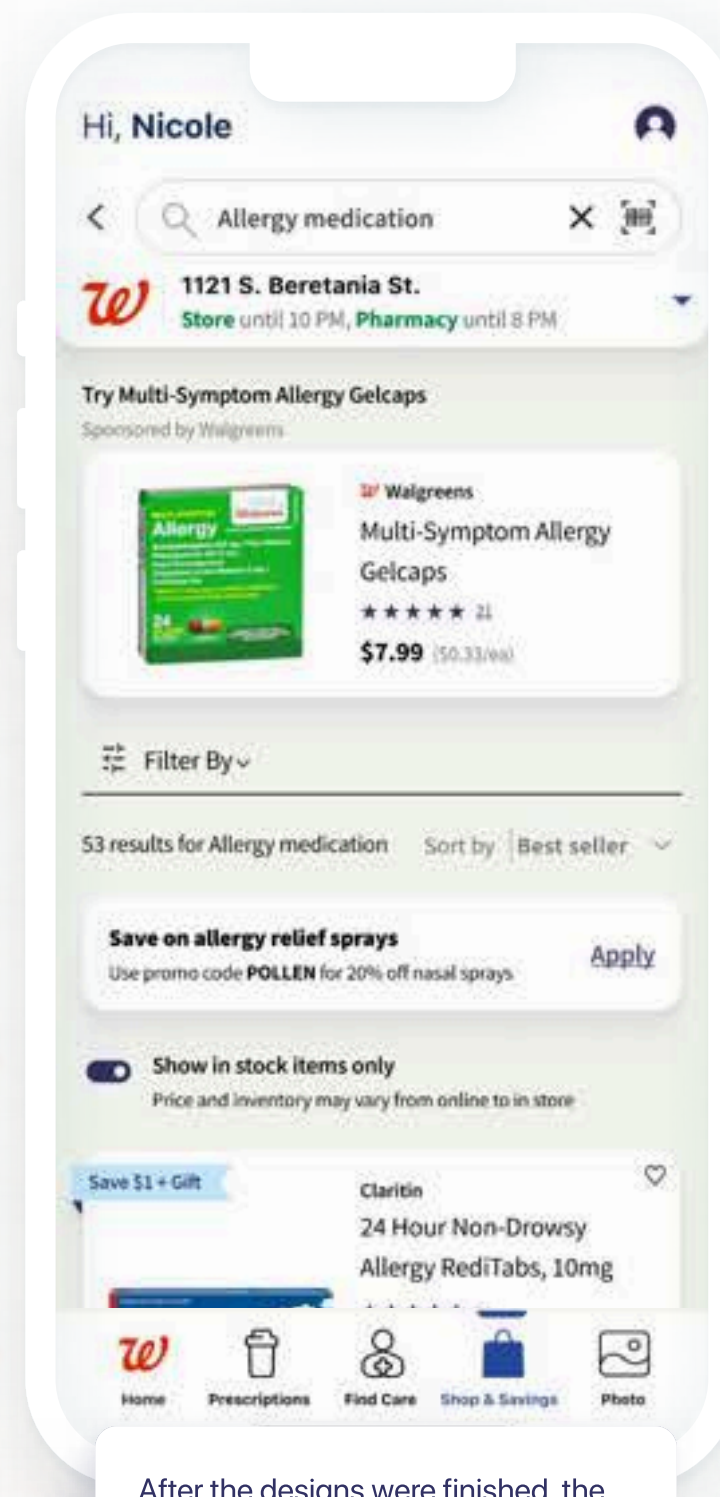
Design Principles



Starting the design process with wireframes help us define the information architecture of the content.



The next step was to design an experience as close as possible to the one the users would be seeing once the app is finalized.



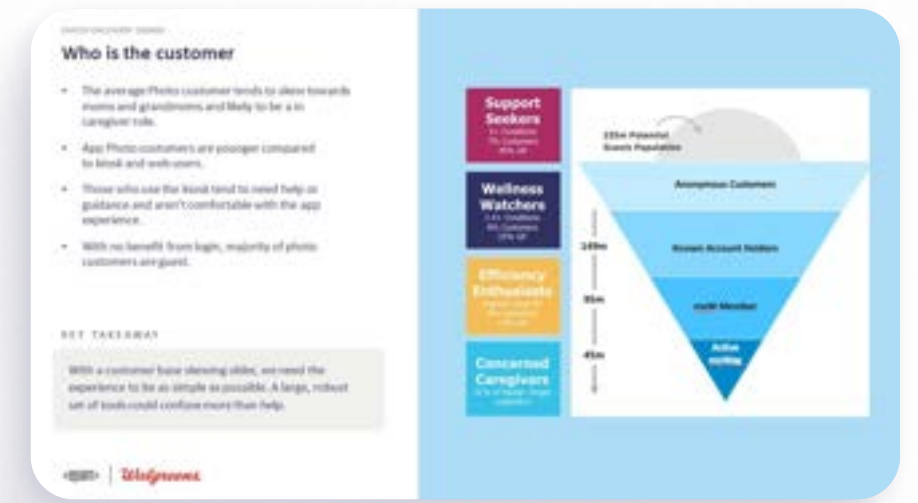
After the designs were finished, the prototype was prepared for testing. All entry points and flows were prototyped.

Along with the new features, there was the necessity to create some new components. These new components needed to be tested with users to validate the ideas behind them. After validation the components would go to the Walgreens internal design team for validation, and later they would be added to the Walgreens UI Kit and System design.



USER DESIRABILITY TESTING AND FINAL REVISIONS

The final step in the roadmap was to test the new features with prototypes and see how users responded. Several participants from different interests and backgrounds were selected. The features to be tested were carefully documented, and the test was proctored, where a moderator would ask questions about the new features related to the previous experience they have been using. After each user test, the findings were documented for the team to review. After the review sessions, recommended actions for the features were implemented, and the tested layouts were redesigned based on the findings to provide the customer with an updated output and screens with the final recommendations from our UX team.



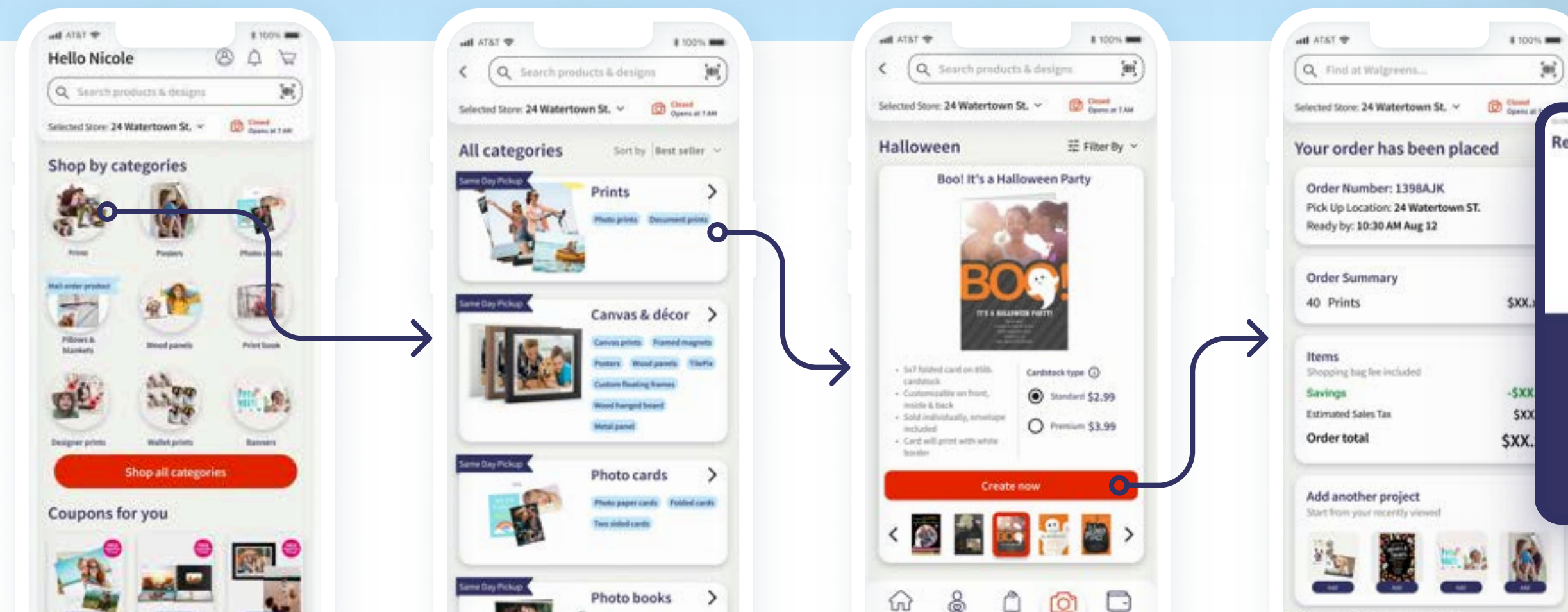
13 Participants

Key Insights:

- Realized:** The weekly ad being broken up into an item carousel was a success, customers found it easy to navigate and relevant to them.
- Realized:** Some customers got confused at different CTAs, they wanted consistency with how these coupons were organized and applied.
- Realized:** Some thought that they would be able to get this price in store without doing any action.
- Realized:** Barriers and tags on on sale items were welcomed and customers often gravitated towards these with the blue tags.
- Realized:** Customers valued personalized deals vs generic ones, they liked seeing coupons for things they buy most and a curated list via large page or carousel.
- Realized:** Customers viewed deals as a reason to visit. Many mentioned they would visit the app frequently to check on new deals and offers relevant to them.

Quote: "If I've bought a lot of items, elevate those from the weekly ad (if available or similar bought together would be helpful)." *— Participant*

Findings were documented for the design team to review.



Recommended actions

- Put wallet in the navigation**
- Easy modification opt-in**
- Refined quick add flows**
- Expanded wallet functionality**

Open the functionality we shared, make sure the content is clear and the most engagement, users mentioned using it often, even the research users.

Customers wanted more or just wanted more, especially for their projects. Many mentioned wanting to opt-in.

The design and content needs refinement and further testing, but we generated the quick actions based on what we noticed.

The ability to add to cart, remove items, and edit quantities in the app should be explored and implemented.

Recommended changes to be made to the experience and adjustments.



E COMMERCE - B2C - WEB DESIGN

Harley Davidson's Electric Motorcycles

ABOUT THE PROJECT

LiveWire is the brand new project from Harley Davidson of launching an electric motorcycle in the market. The project generates a huge impact by being associated with the biggest and most trusted motorcycle company in the world, Harley Davidson.

CHALLENGE

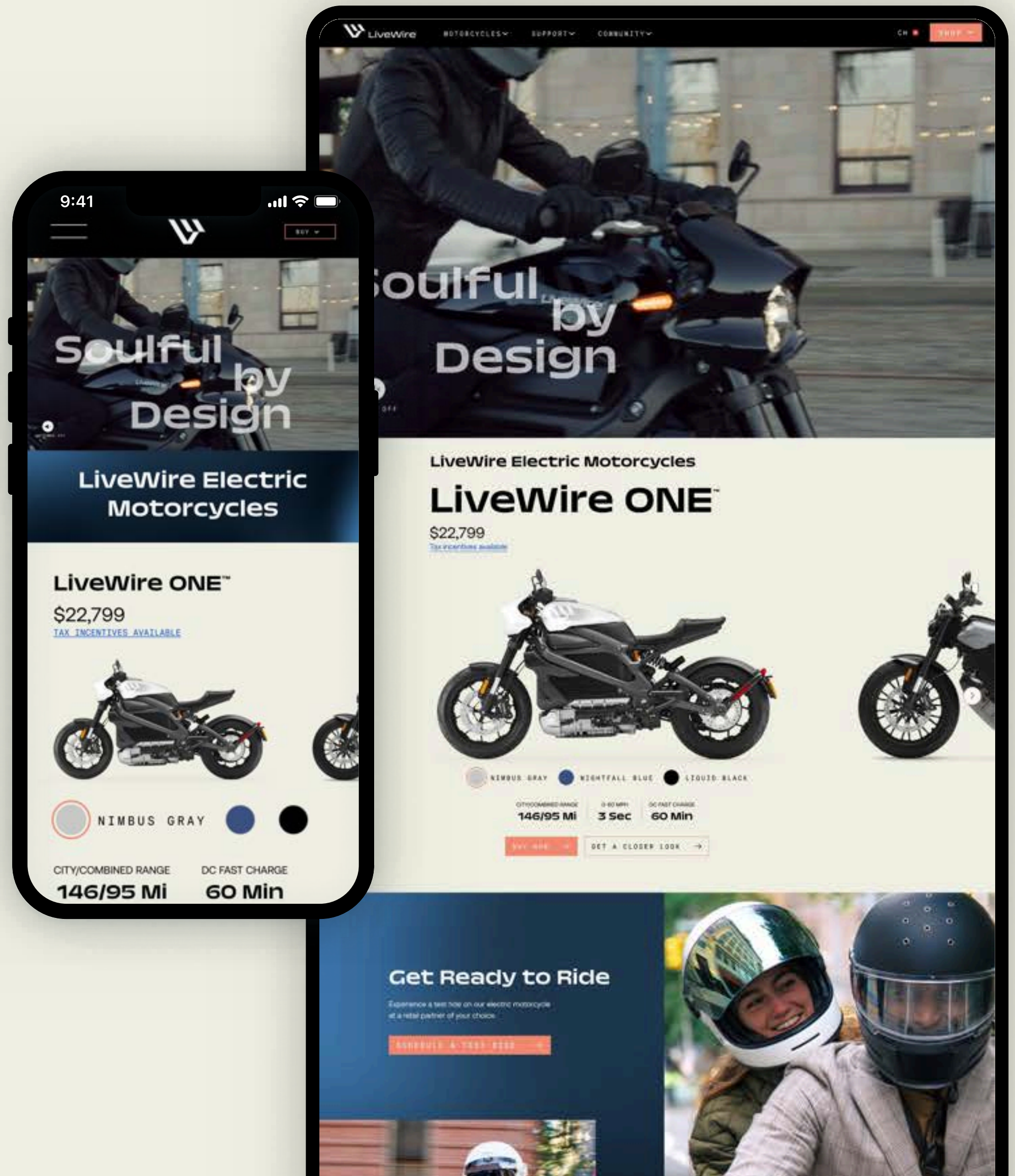
The goal was to create a visually pleasing, graphically aligned website maintaining the brand image of LiveWire, while also providing consulting in better practices and best strategies to improve metrics, SEO and customer satisfaction with the product.

ACHIEVEMENTS

- Improved transaction flows for reservation, purchase and financing
- New PDP and landing pages designed for EU and Canada releases
- UX consulting about best practices by following usability and traffic metrics
- Setting up a base UI Kit to improve design speed and QOL of dev team
- Publishing of components libraries and best design practices for them
- UX audit of existing pages, flows and improvements over them

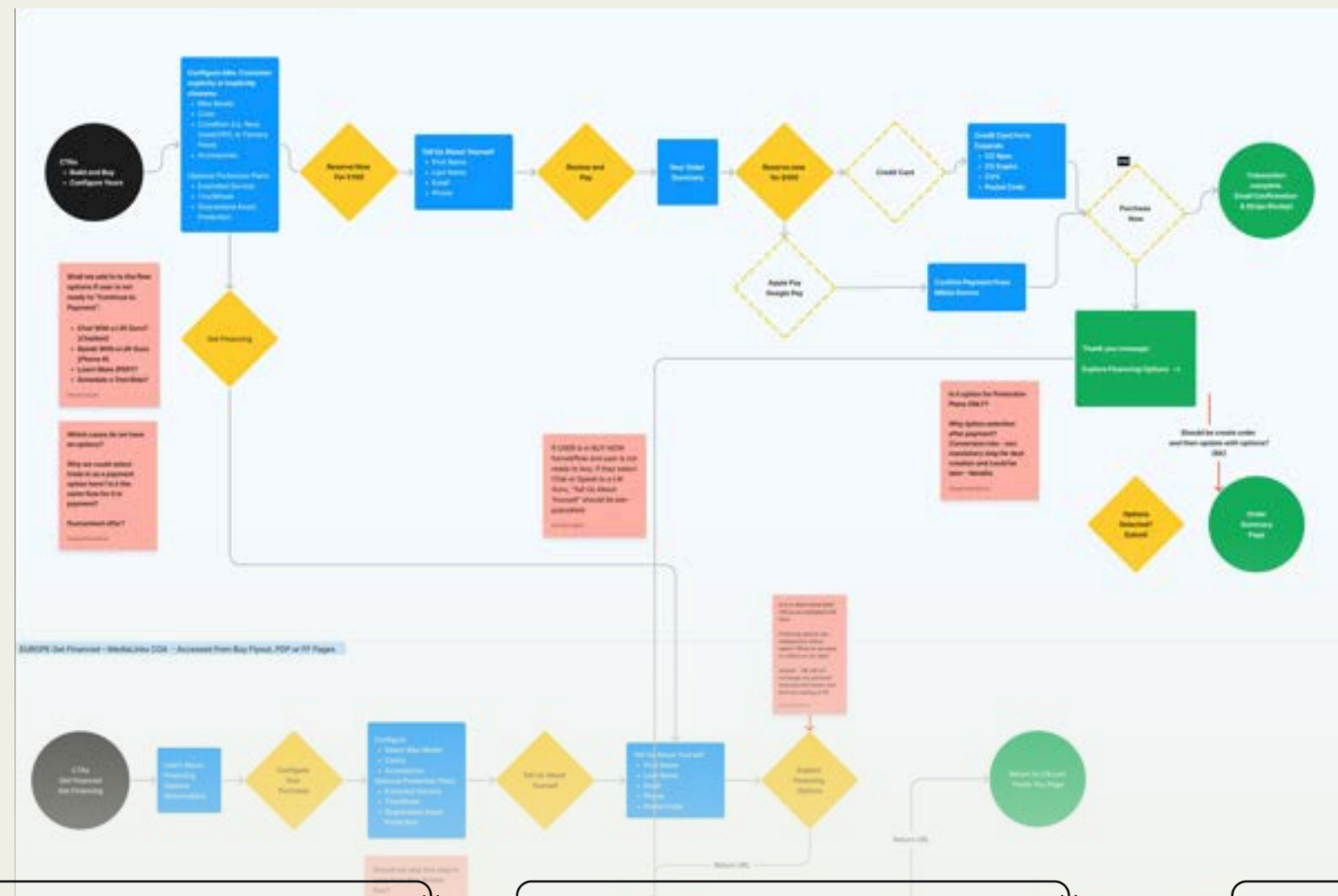
USED SKILLS

- ✓ UX/UI DESIGN
- ✓ UI KIT
- ✓ SITE DESIGN
- ✓ SEO
- ✓ USER FLOWS
- ✓ ACCESSIBILITY
- ✓ DESIGN BEST PRACTICES



Transaction/Reservation userflows

Designing transaction and reservation flows was vital for the customer satisfaction and to meet the business goals. The experience was optimized to be a shorter checkout journey, with minimal drop rate and smart information presentation for the users. Personal data required by the CRM was taken into account by the design team, and new payment options were implemented for the users.



color Options

- HORIZON WHITE
- NEBULA RED
- LIQUID BLACK

Color Options

- NIMBUS GRAY
- REDFALL BLUE
- LIQUID BLACK

Optional Accessories

- Radius Carbon Fiber Kit \$1,299.95
- Carbon Speed Screen
- Carbon Tail Cover
- Carbon Tank Bag

Estimated cash price \$27,000
Total Due Today \$100

Payment Method

- PAY WITH CARD
- Apple Pay
- Google Pay

Thank You For Your Deposit!

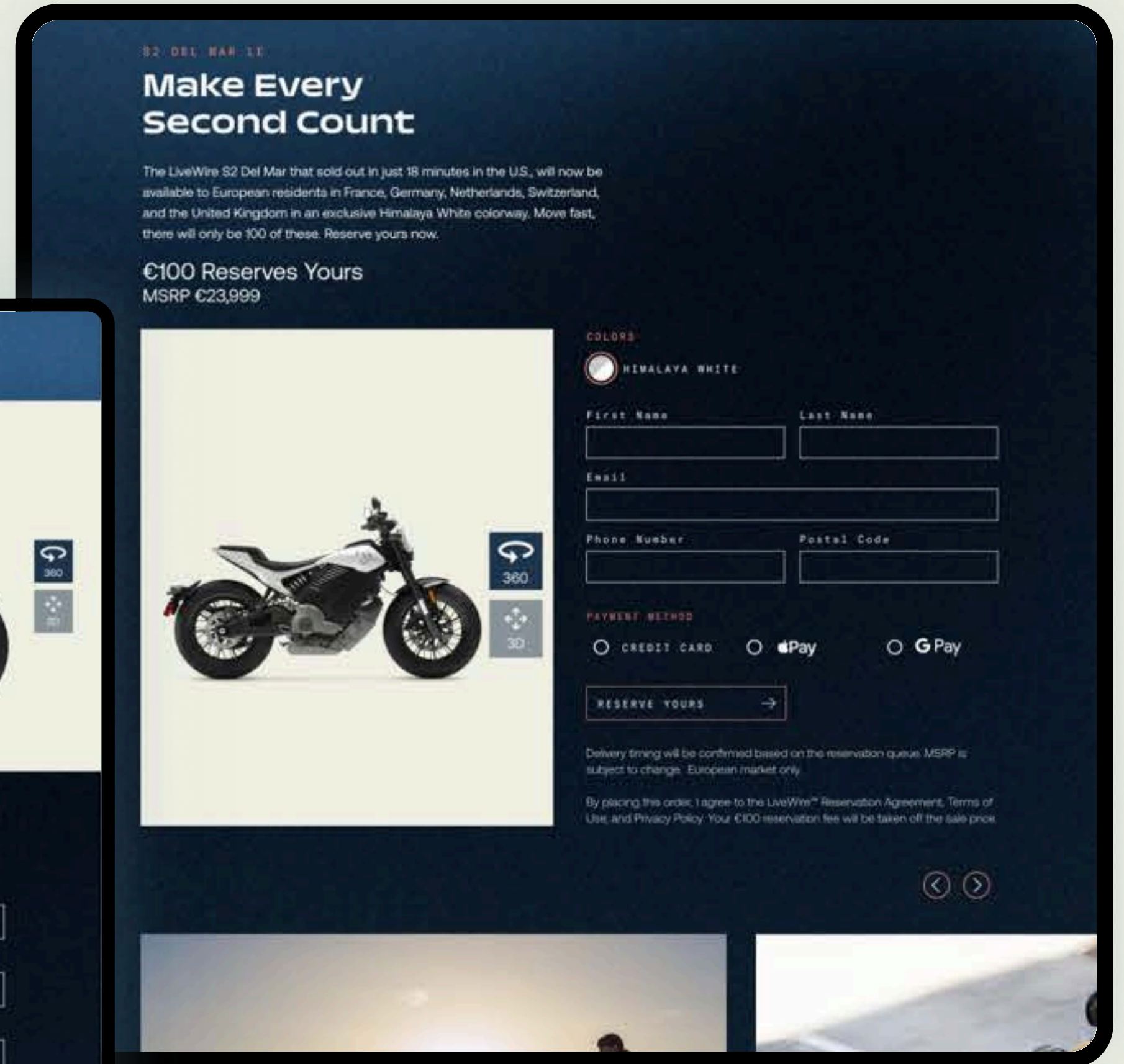
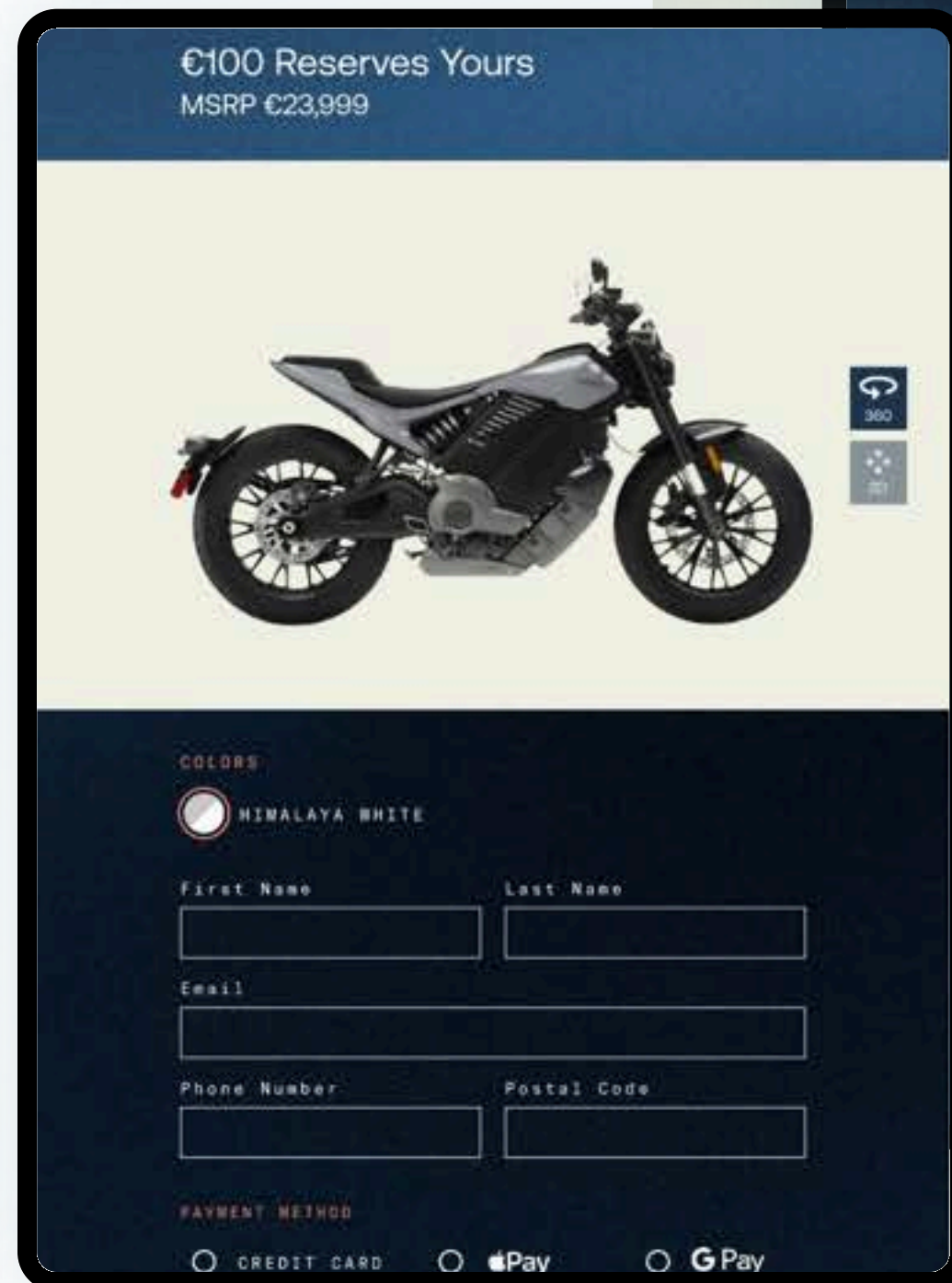
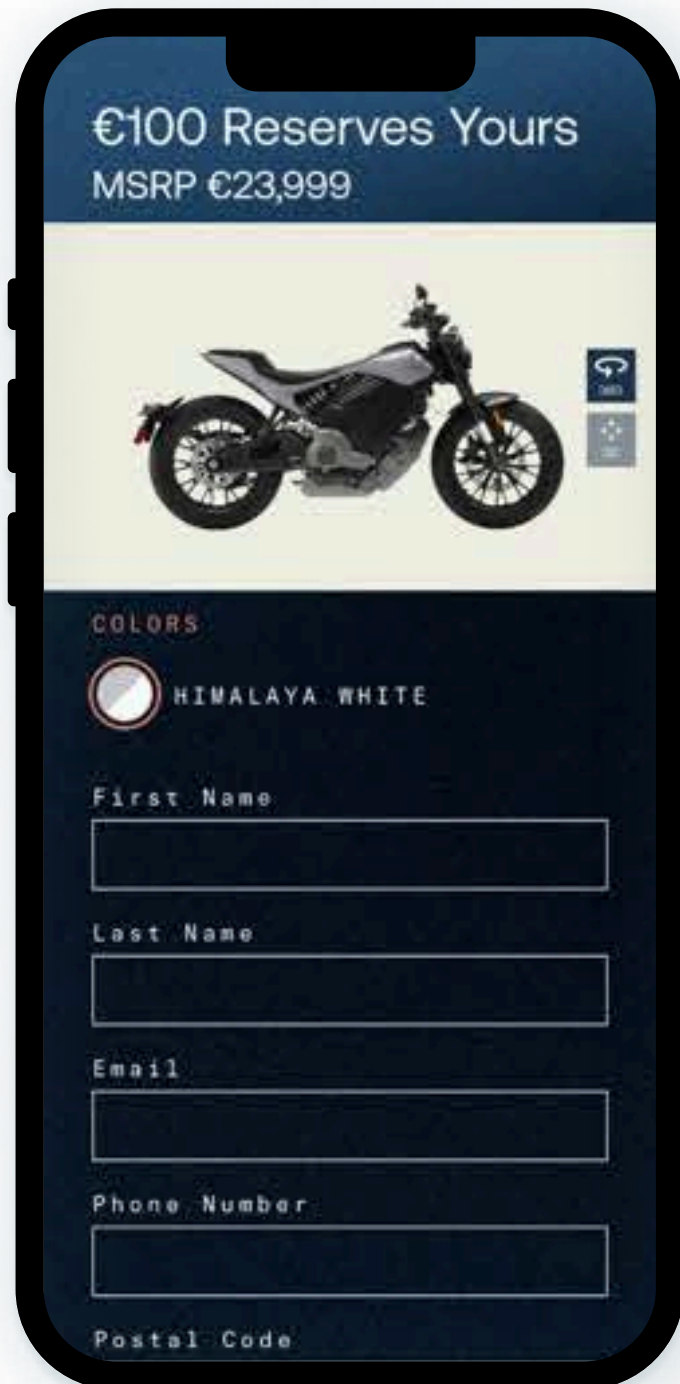
Confirmation Number: XXXXXXXX-10182023

Financing Options

LiveWire ONE™ as low as \$296/month*

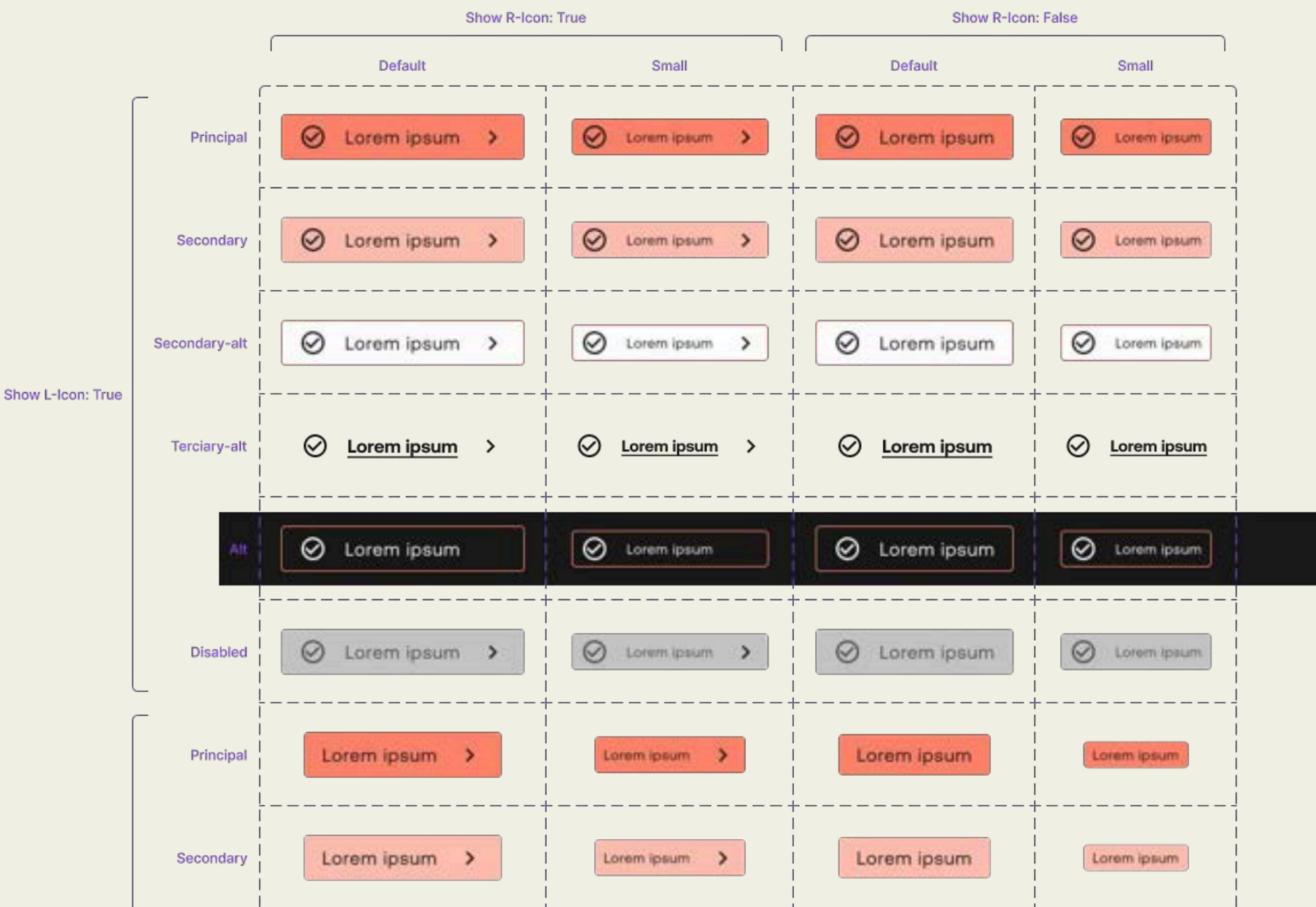
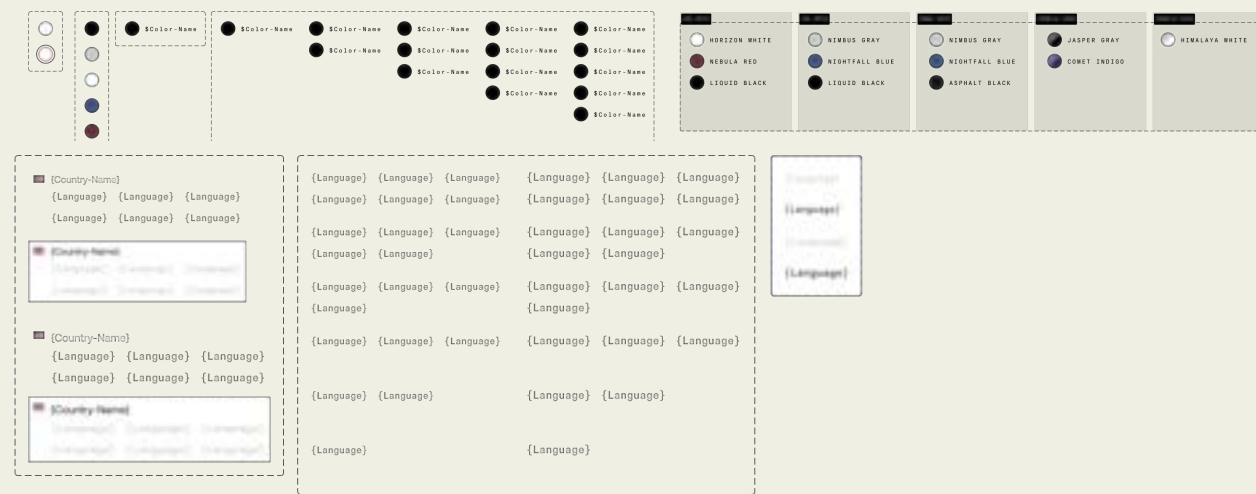
MOBILE FIRST APPROACH

Over 85% of the traffic was handled by mobile phone devices, taking into account this information we were receiving from the metrics, it was proposed that the best approach to designing new flows and screens would be a mobile first design. This strategy would help us achieve better user experience and we would help our SEO positioning by improving the strategies we use for this.

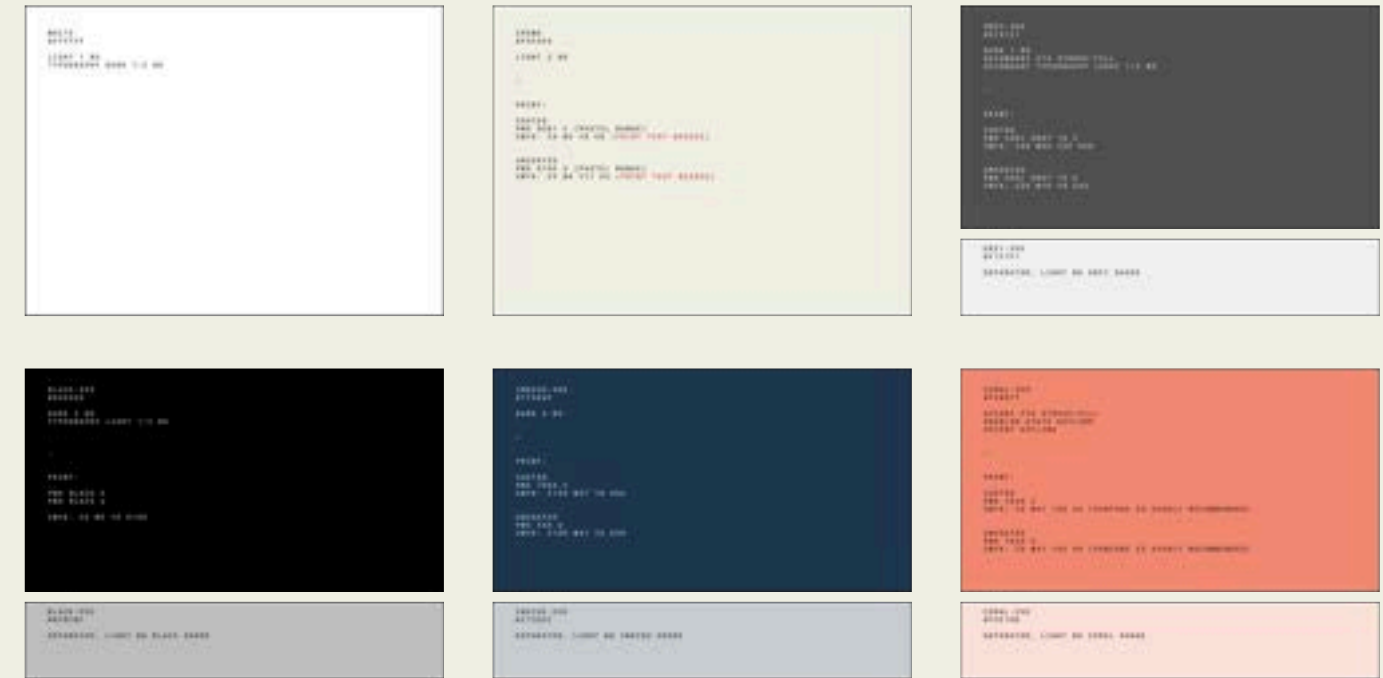


First steps towards a Design System

Having standardized systems for pages creation, best practices for component creation and a source of all knowledge regarding design and development is key for the growth of a project. Taking this into account, basic steps were taken to implement a UI Kit that would solve pain points the Dev team was suffering by not having standardized typefaces, colors and shades, spacing and reusable components.



2 — Color



3 — Site Text Links



Desktop Header/ H1

Desktop Header/ H2

Desktop Header/ H3

Desktop Header/ H4

Desktop Header/ H5

Desktop Header/ H6

XL / Regular

L / Regular

L / Bold

Big / Regular

Big / Bold

Body / Regular

Body / Bold

Small / Regular

Small / Bold

Links In-line / Regular

Links Single line / Regular

Support / Regular

Support / RegularALT

Support SMALL / Regular

Support XS-SMALL / Regular

Weight: 400 / Size: 2 REM / Line height: 2 REM

Weight: 400 / Size: 15 REM / Line height: 15 REM

Weight: 700 / Size: 15 REM / Line height: 15 REM

Weight: 400 / Size: 1125 REM / Line height: 2 REM

Weight: 700 / Size: 1125 REM / Line height: 2 REM

Weight: 400 / Size: 1 REM / Line height: 15 REM

Weight: 700 / Size: 1 REM / Line height: 15 REM

Weight: 400 / Size: 0.75 REM / Line height: 1125 REM

Weight: 700 / Size: 0.75 REM / Line height: 1125 REM

Weight: 400 / Size: 1 REM / Line height: 15 REM / Color: #0C4DDE

Weight: 400 / Size: 1 REM / Line height: 25 REM / Color: #0C4DDE / Line-height: 40px

Weight: 300 / Size: 1 REM / Line height: 125 REM

Weight: 300 / Size: 1 REM / Line height: 125 REM / Letter-spacing: 20%

Weight: 300 / Size: 0.875 REM / Line height: 125 REM

Weight: 300 / Size: 0.75 REM / Line height: 0.875 REM

Mobile Header/ H1 (58)

Mobile Header/ H2 (44)

Mobile Header/ H3 (33)

Mobile Header/ H4 (24)

Mobile Header/ H5 (18)



FINTECH - STARTUP

Préstame Agile loans platform

ABOUT CLIENT

Préstame is an innovative project and an alternative to conventional and abusive credit conditions. The goal is to grant as many credits as possible to the most needed demographic in Colombia.

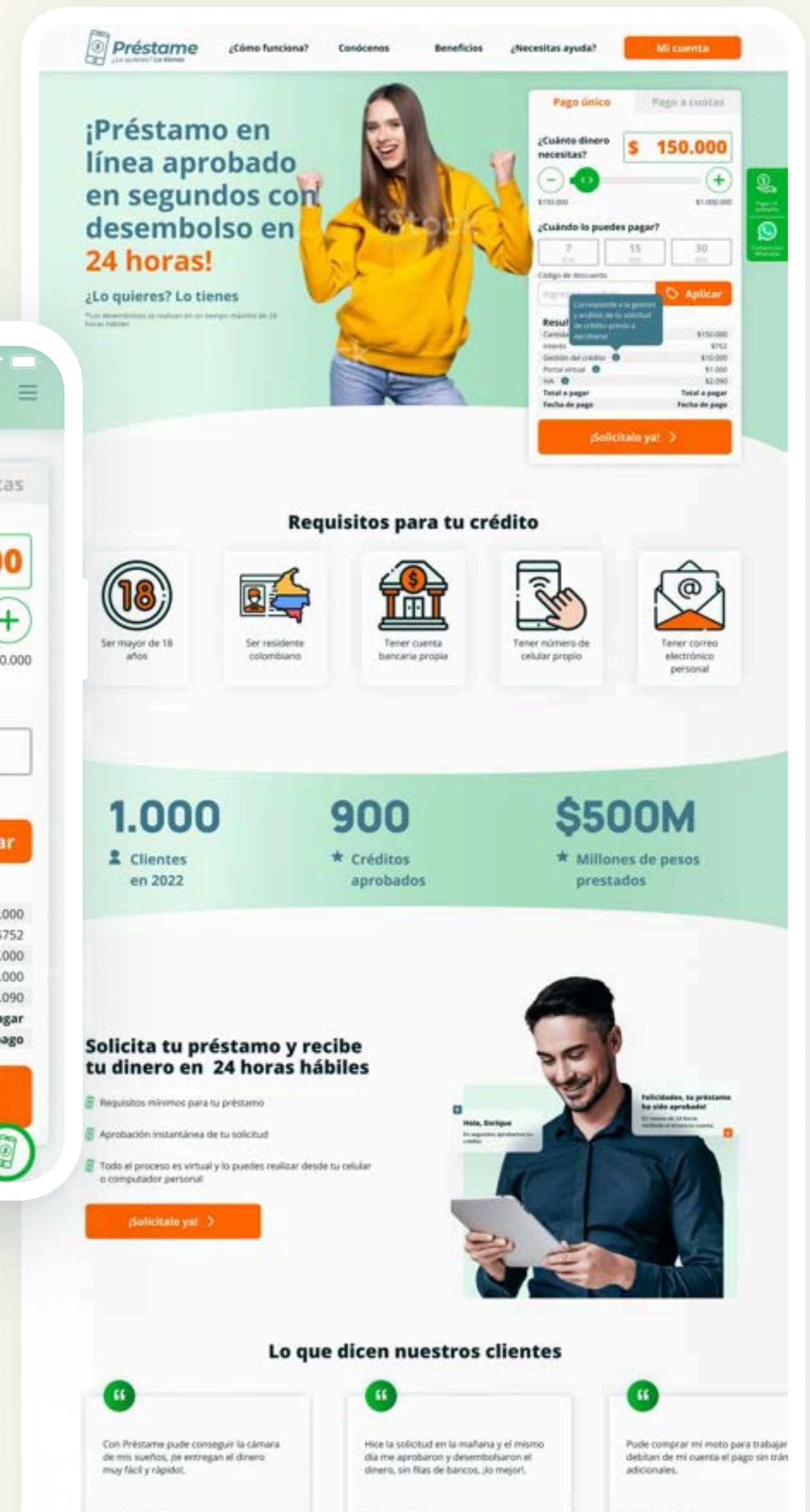
The main objectives were to offer a great experience for the users, be it mobile or desktop, providing the fast response and load times in any mid to low level device.

CHALLENGE

Préstame had a previous development that was not giving good results among users. They decided to drive a completely new development project and scrap the old one, and the strategy and technology we provided were a determinant factor in that. The new design had to be accessible and provide better usability, especially for the less favorable economic classes, who were the focus users.

USED SKILLS

- ✓ RESEARCH
- ✓ UX/UI DESIGN
- ✓ USER FLOWS
- ✓ PROTOTYPE
- ✓ DESIGN THINKING WORKSHOPS



The main KPIs were defined and placed in an admin dashboard for the super admin users to see. These KPIs were delivered from predefined formulas, updated automatically every 120 minutes or by request by an admin.

KPIs were easily customizable, facilitating the process for the admin user to define upper, middle, and lower thresholds for easy visualization and information tracking.

These dashboards and easy configuration gave the business side invaluable information to keep meeting the business goals.

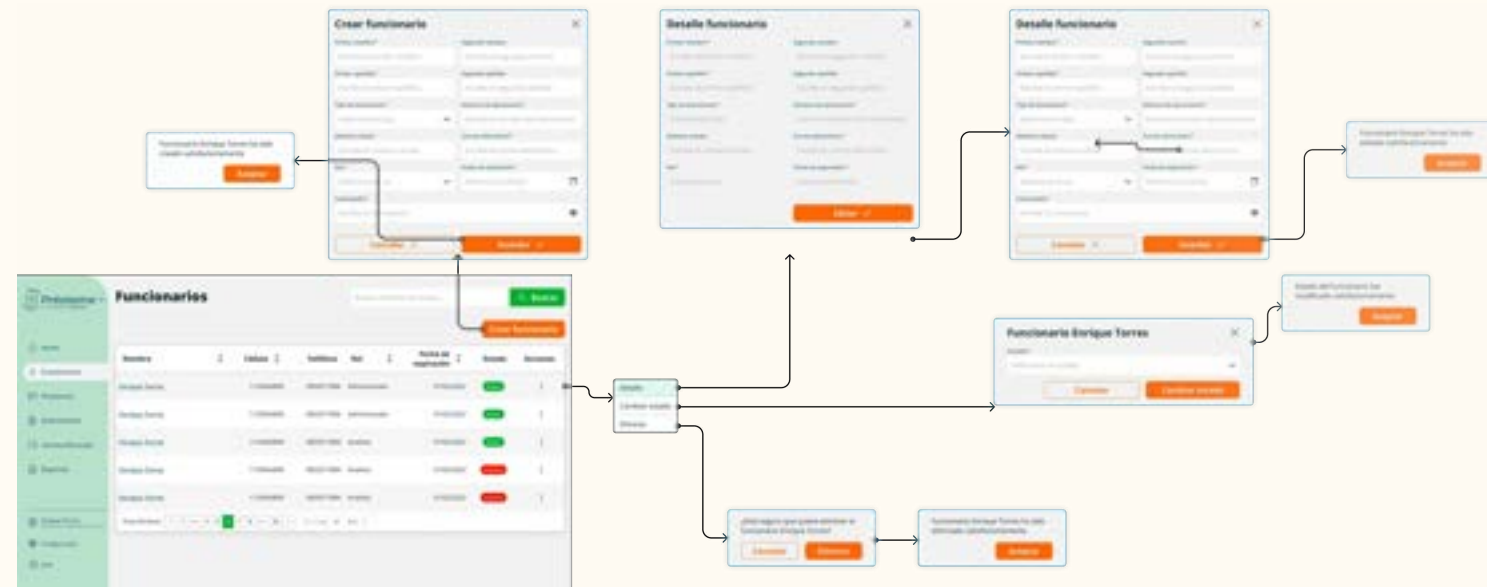


KPI Config for main dashboard presentation.

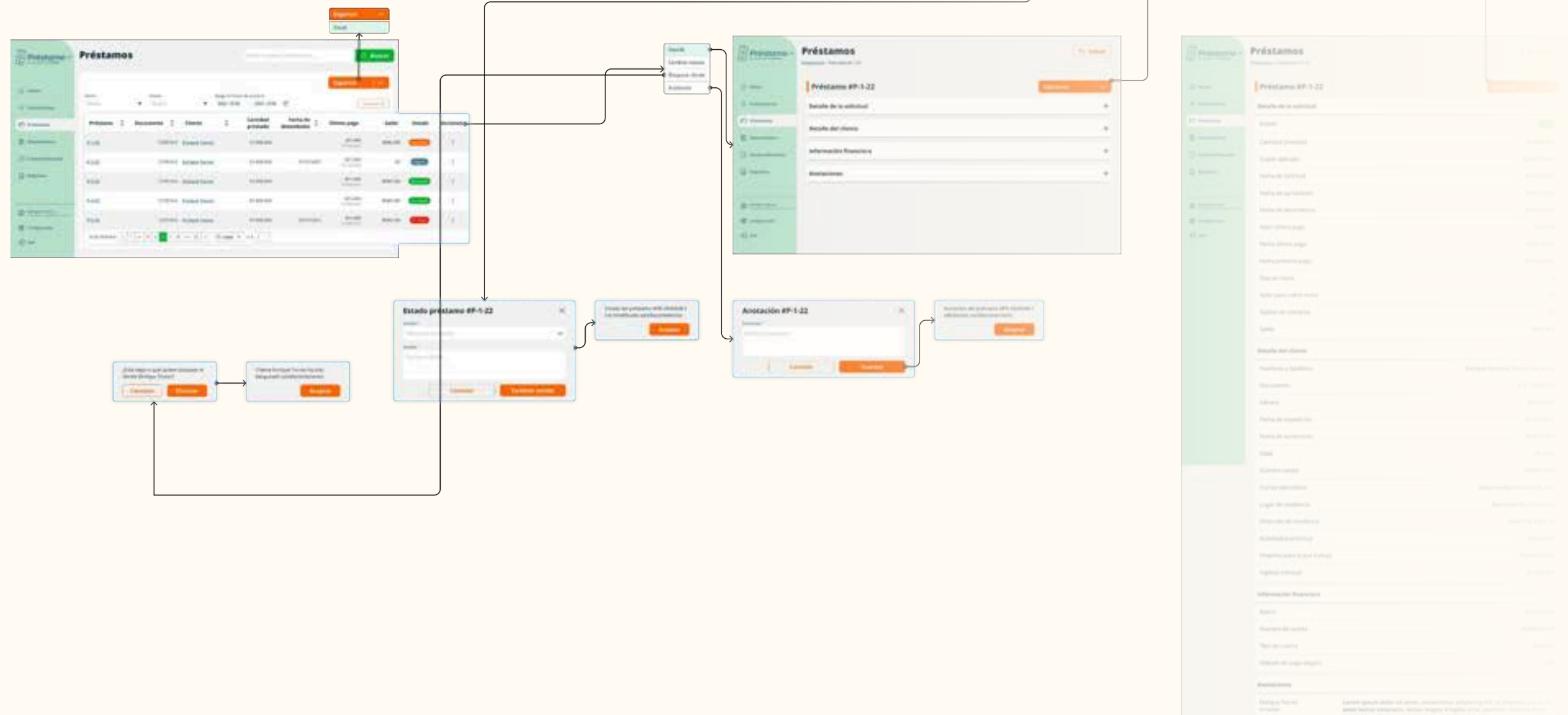


Admin dashboard - Business' metrics.

USER CONFIG WORKFLOW



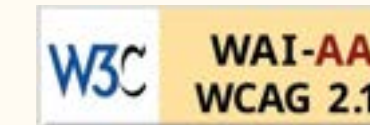
CREDIT WORKFLOW



USABILITY & ACCESIBILITY

Complex business user flows were defined, refined, and made simple in the face of the business to improve the workflow of the business side users, always considering the feedback from the stakeholders and users.

The project was designed following the WCAG 2.1 AA standard in terms of accesibility, to provide the best experience for the vast array of users that would interact with this application.



PREDICTIVE ANALYTICS - ERP

Room monitoring & maintenance prediction dashboards

ABOUT THE PROJECT

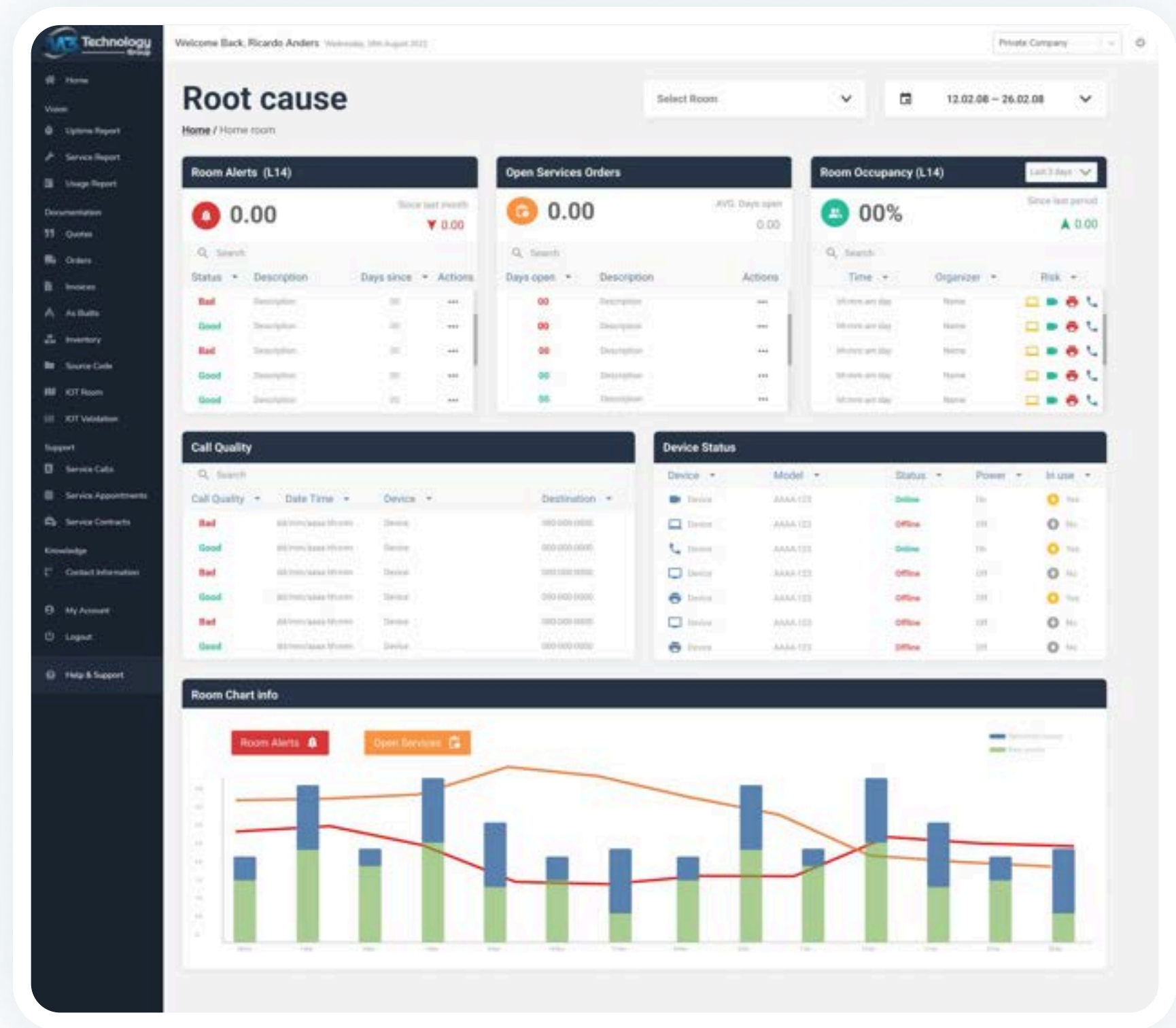
M3 Technology Group is an award-winning Networked AV, Managed Services and ITS base building infrastructure provider known for outstanding customer service and technical support. The goal was to offer a great experience for the tech users, providing prompt feedback about the application status, design an app to centralize the workflow, define the roles and have a trace of their actions.

CHALLENGE

The company did not have prior monitoring software, so an off-the-shelf software was being used. Workflow constraints were carved deep in their day-to-day work, so the first goal was to create a mindset shift and identify which areas we could focus without losing much from the workflow foundations they had with the previous solution.

USED SKILLS

- ✓ RESEARCH
- ✓ UX/UI DESIGN
- ✓ USER FLOWS
- ✓ WIREFRAMES
- ✓ PROTOTYPE



Main dashboard to monitor all the rooms and services.

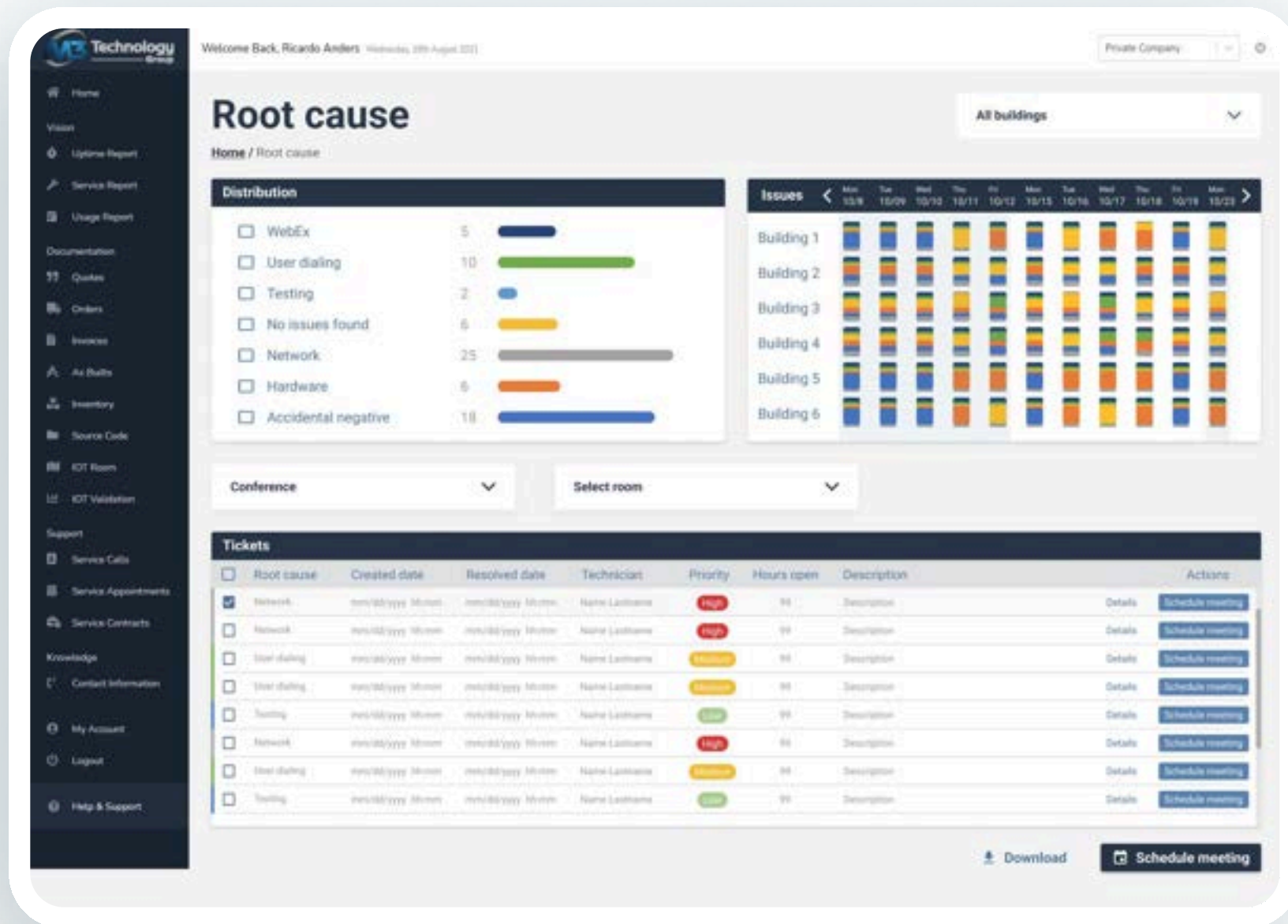
ACHIEVEMENTS

- The solution increased the predictability of maintenances by 24.2%, improving the on air time of rooms by 32%.
- Technicians and managers improved their efficiency by 15%.
Better trace of available hardware and rooms.

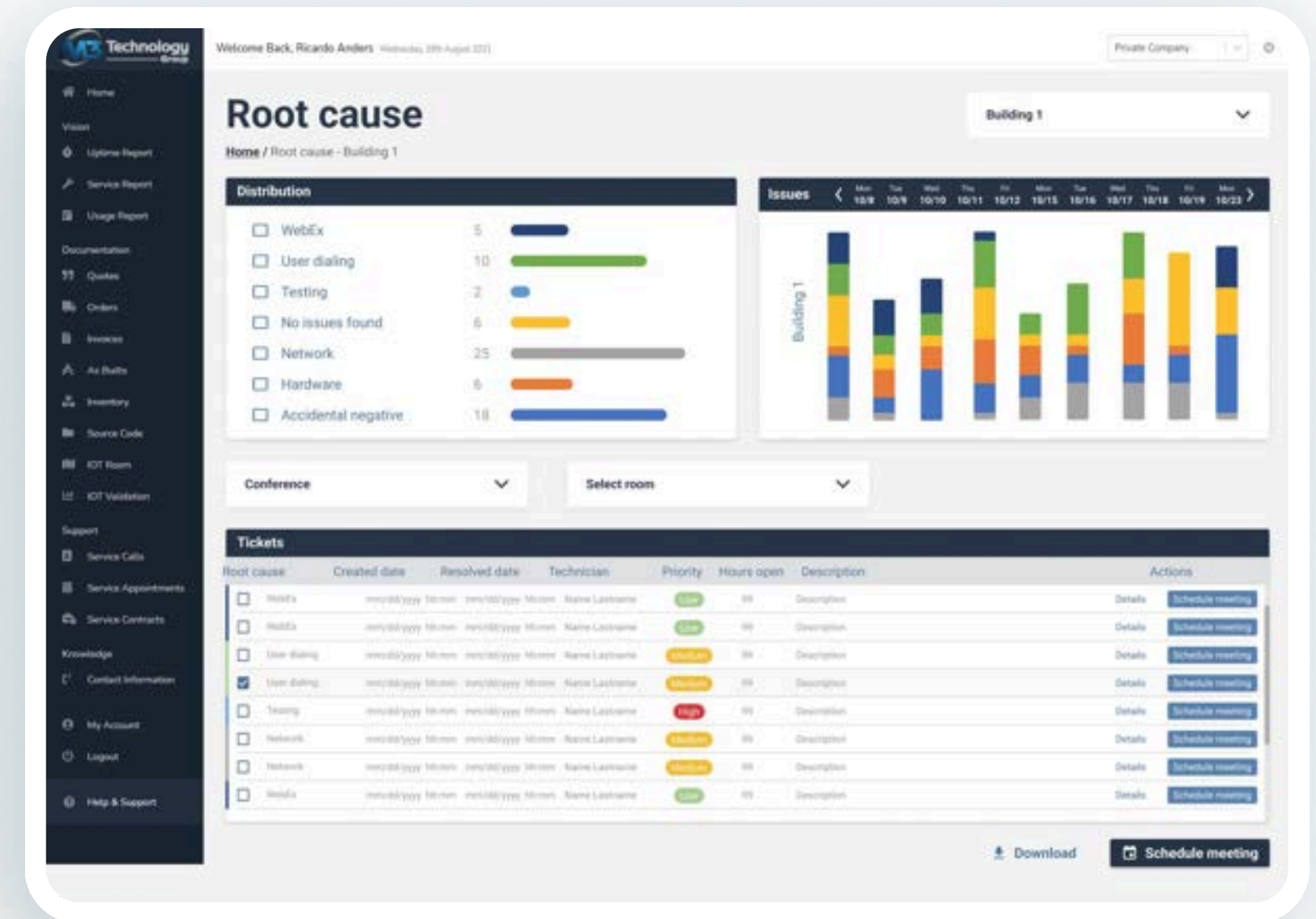
The amount of information that had to be processed was immense, and the types graphics were carefully chosen by the team.

The admins wanted to have a holistic view of the global status by buildings, and then review the data by choosing only one building.

The services flow was available from the global view and the detailed view, this was intended to facilitate the scheduling of meetings, repair and maintenance services, and schedule predictive maintenance.



Detailed view of all rooms and services in all the buildings.



Detailed view of the rooms and services in 1 building.

Digital transformation Credit Workflow

ABOUT THE PROJECT

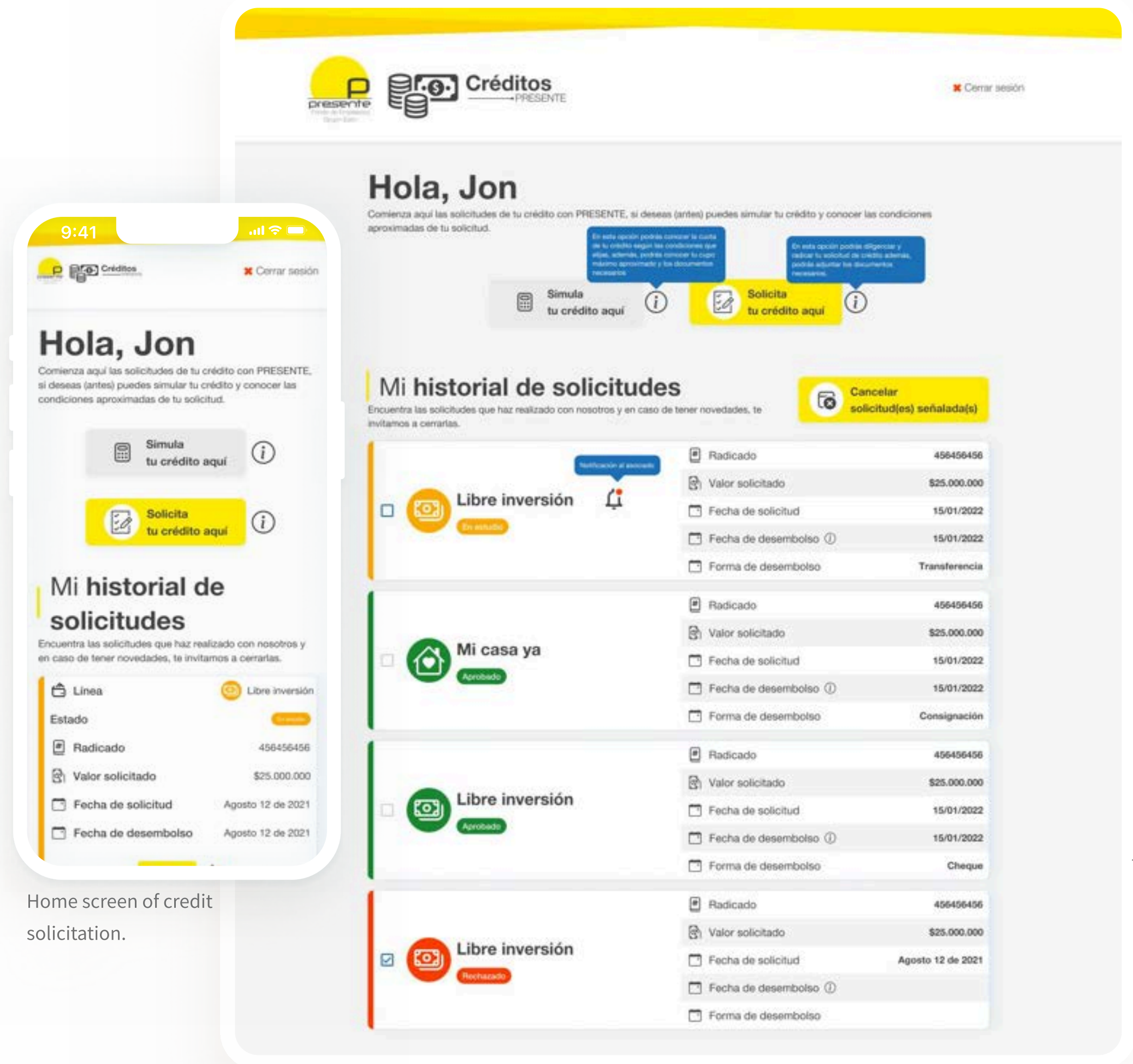
Fondo Presente is a fund that offers quality loans to its members. The objective was to provide digital transformation to the business, centralize information, and offer a great experience to users with a responsive design, unified workflows, define roles and track their actions, and automate and audit line approvals of credit.

CHALLENGE

Fondo Presente, being part of a largest corporation known as Grupo Exito, had to abide by all the processes and create seamless integration with the existing apps already present. They had a previous development, but it was not integrated and had a deficient UX; the client also needed a scalable solution where they could add more credit lines and their configurations. Accessibility and usability were the main focus in the design process so it could provide effective and faster conversions across the workflows.

USED SKILLS

- ✓ WORKSHOP
- ✓ UX/UI DESIGN
- ✓ USER FLOWS
- ✓ PROTOTYPE



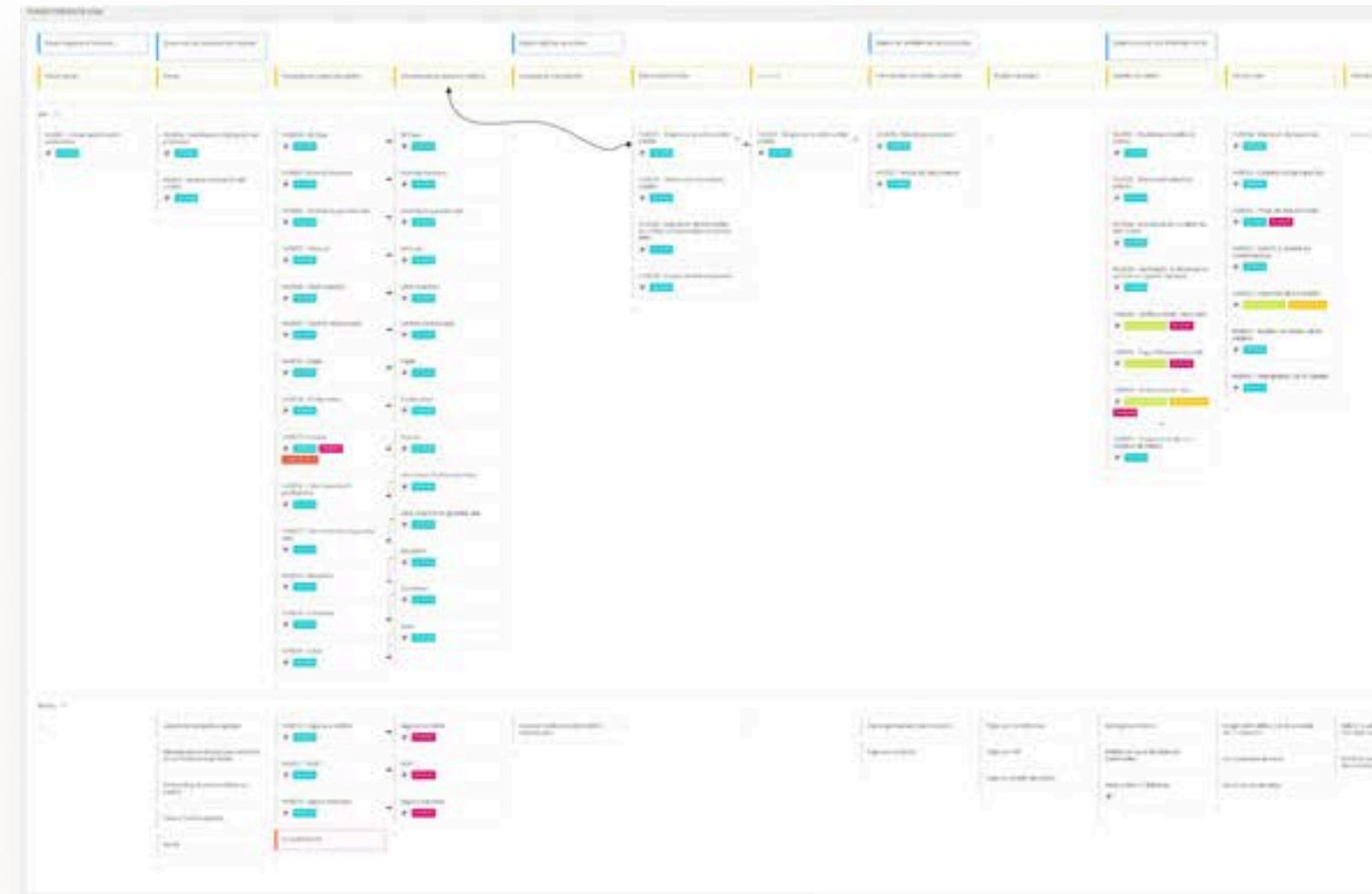
Home screen of credit solicitation.

Research & userflow

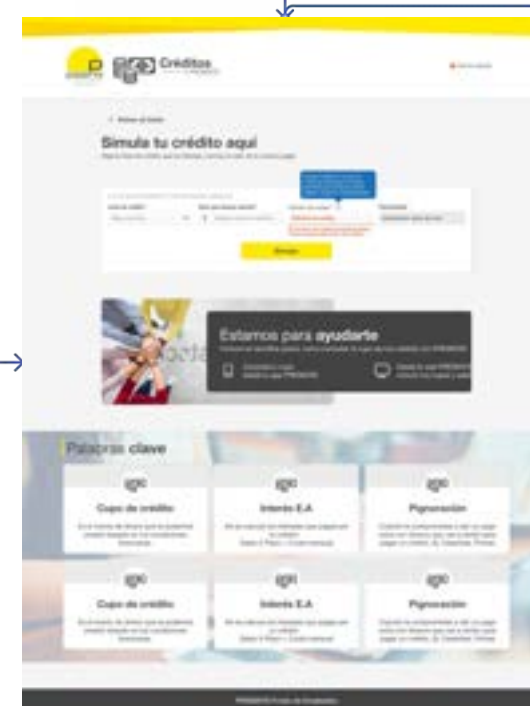
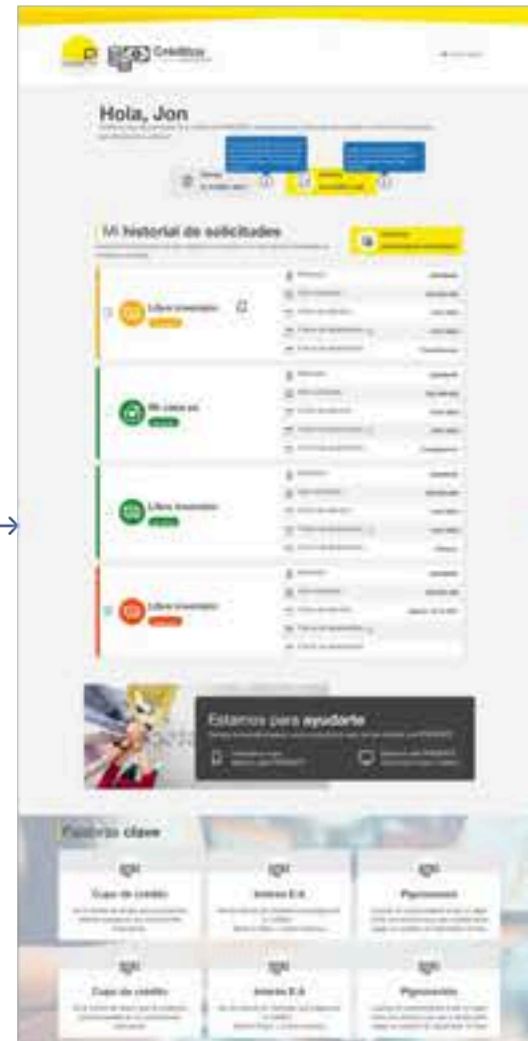
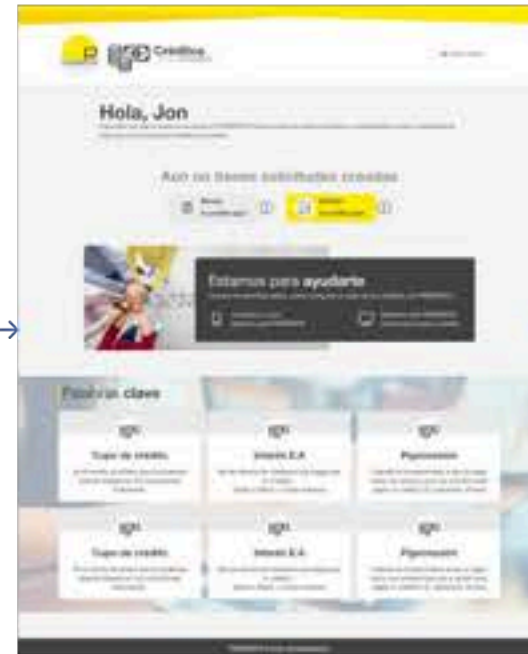
RESEARCH

Initial discovery interview with the main stakeholders to listen to the pains they were having in the process and why they decided to engage in the project. Carry out one-to-one and group workshops to understand the deepness of the problem and to create empathy with the users.

The principal user flow is related to the credit application form since it was the module that was worked on the most in the project, being the driving force of the business.



User story mapping of the MVP for the project

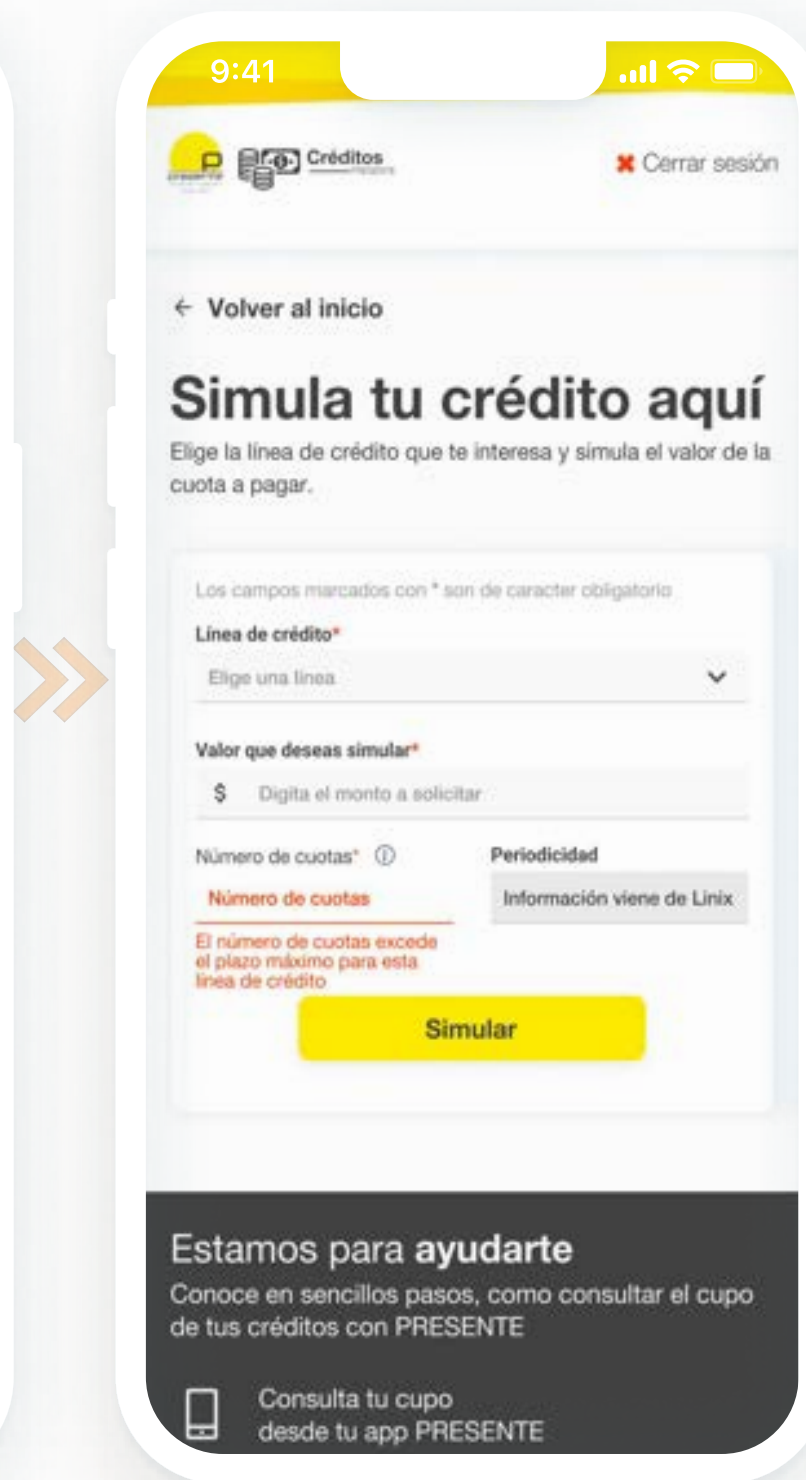


ACHIEVEMENTS

- 📌 The new experience provided an 18.5% increase in credit application completion rates.
- 📌 Credit workflow improved in efficiency by 75%.
- 📌 Clear audit of all the movements made by analysts and 20% diminish in human errors during the study phase.



Welcome screen with options for the user.



Credit simulator screen for users.



Credit simulation results with CTA for conversion.

We provide a CTA that starts the credit application flow on every possible screen.

The feature that was used the most was the simulator, which we identified as the flow with the greatest impact to place CTAs.

Among all the steps of the workflow, we placed different CTAs, motivating the user to become a customer and initiate a loan within the application, since the user came only to simulate a loan and analyze the simulation of the result, or directly came to convert. A client.

UX writing in the app helped direct users to desirable flows, where we provided guided help throughout the process.

Thank You

Enrique Torres

UX/UI DESIGNER