



# ENRIQUE ARCE GUTIERREZ

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Multi-disciplinary designer with a passion for storytelling with the usage of technology. Determined to create better experiences between users and products through clear and engaging communication based on user research.

## EXPERIENCE

2017

● **Smart IT**  
UX Designer  
MX

- Front end development and UX for corporate management websites.

● **IRIS.AI**  
Trainer

- Teaching an artificial intelligence research tool how to interpret scientific papers.

● **IOIO**  
UX Designer  
NL, MX

- Creating user-friendly interfaces and processes for web applications.
- Researching and developing menus and interfaces for virtual reality applications.

2015

● **7K New Media**  
UX/UI Designer  
JP, TR, SWE, MX, NL

- Achieved an increase from 3k to 110k visits with an Interactive virtual reality film about gender inequality in Indonesia and Ghana.
- Increased visitor rate by 40% using a hologram and a new media installations at The Festival of Light in Nara, Japan.
- Developed an application for **Absolut** that generated beverages based on user choice. The app allowed them to create endless combinations and share them with both offline and online customers.

2013

● **Freelancer**  
Creative Technology  
NL, MX

- University instructor in the subjects of Interaction Design, User Testing and Prototyping at the University of Amsterdam.
- Workshop instructor on Rapid Prototyping and Creative Coding in Mexico City, Istanbul, and Amersfoort.

## EDUCATION & AWARDS

2016

● **Utrecht University**  
Netherlands

- Finalist Entrepreneurial week challenge.

● **CREA Academy**  
Germany

- First place awarded to our startup for innovating clothing production, using algorithmic design and user preferences.

● **HKU**  
Netherlands

- MA Creative Design For Digital Cultures.
- BA with Honours in Interaction Design

2010

## LANGUAGES

Spanish Native  
English Fluent  
French Advanced  
Dutch Intermediate

## SKILLS

Prototyping	Interaction	Balsamiq	User Journey
Usability	User Research	A/B Testing	Documentation
Adobe Suite	Wireframing	Data Driven	E-Commerce
Javascript	HTML/CSS	Optimization	Data Viz