



Luis Alberto Herrera (Beto)  
Industrial Designer

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## Professional Experience

### Carpenter

[Tree Amigos Landscaping](#).

Virgil, ON, Canada (Apr 2023 – Current)

- Building high-quality decks, pergolas, fences, and other custom outdoor structures.

### UX & UI Designer

[Grupo Mexicano de Hospitales](#).

Queretaro, Mexico (Mar 2021 - Jun 2022)

- Led the design of user-centric e-health SaaS solutions, emphasizing intuitive design and functionality for medical users. Data-intensive web apps (electronic medical records or EMRs).
- Conducted comprehensive user research and usability testing, ensuring product effectiveness.
- Website and content, design and development (WordPress + Elementor) for all sub-products:
  - [Intramed.mx](#), [admedic.mx](#), [grupomh.mx](#), [vitals360.mx](#)

### Web & 3D Designer (freelance)

[Mestizo Estudio](#).

Guadalajara, Mexico (Jan 2016 – Sporadic)

- Focused on web and 3D design, incorporating meticulous attention to detail, aligning with user needs and market trends.
- Managed projects from concept to completion, ensuring high-quality standards and adherence to guidelines.

### Industrial Designer

ADN Carpentry.

Guadalajara, Mexico (Jan 2019 – Dec 2019)

- Utilized advanced 3D modeling and rendering techniques, showcasing technical proficiency and an eye for detail.

[Displayart](#).

Guadalajara, Mexico (Jan 2018 – Dec 2018)

- Designed carpentry solutions for both commercial and residential applications, demonstrating versatility and creativity.
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## Education

### Industrial Designer (bachelor's degree, 4 years)

University of Guadalajara (2012 - 2016)

Specialization: Public Goods and Street Furniture

Thesis: "The Urban Object as Interface: Interaction and User Experience in Public Equipment"

### Google UX Design Certification (Professional Certificate, 6 months)

Coursera (Jan 2023). Comprehensive training in UX Design processes and methodologies.

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## Skills

- Strong research and analysis skills, with a focus on accuracy and detail.
  - Proficiency in diverse design tools: Figma, Adobe Suite, AutoCAD, 3Ds Max, Sketch, SolidWorks.
  - Excellent communication skills, both verbal and written.
  - Independent work ethic with flexibility to adapt to new processes and techniques.
  - Strong internet research capabilities and technology-savvy.
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## Languages

- English (Advanced: CLB Levels: Listening 12, Reading 12, Writing 9, Speaking 11)
- French (Intermediate: B1-C1)
- Spanish (Native)