

moises_carmona*

UX Chapter Leader @FMBBVA | Trilingual Speaker | Agile Senior UX & UI Designer | UX Researcher | Brand Designer | Digital Marketer | I help companies capture new leads with stunning visuals, that users actually love



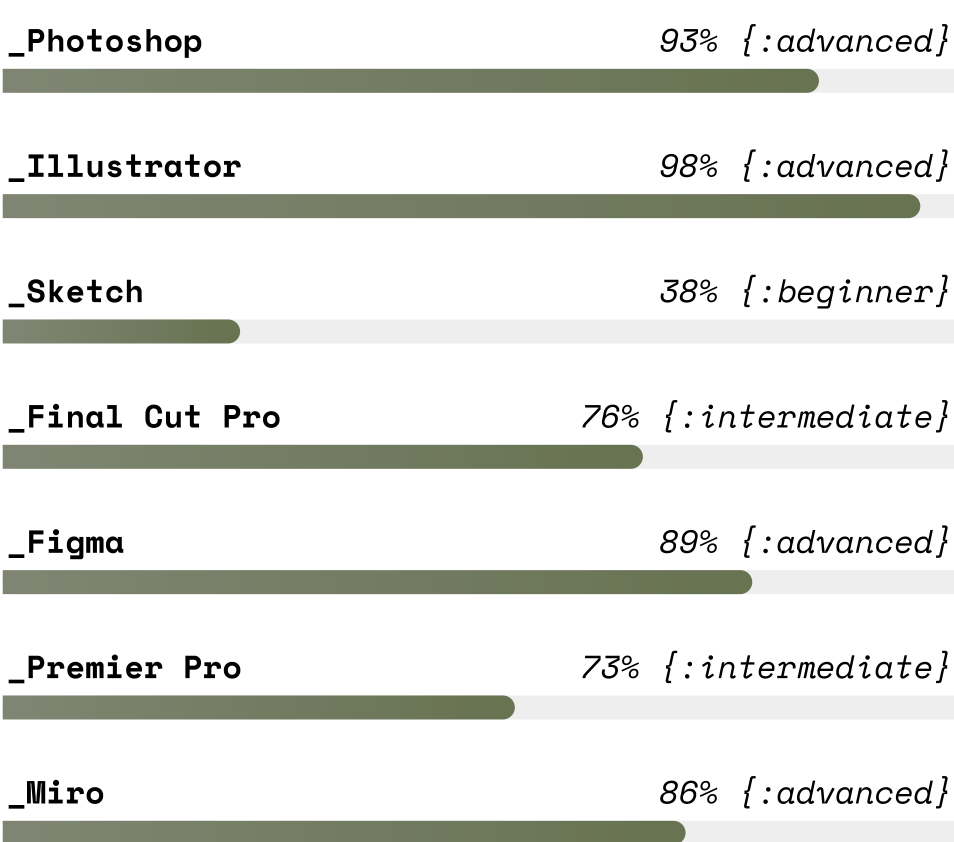
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About me.

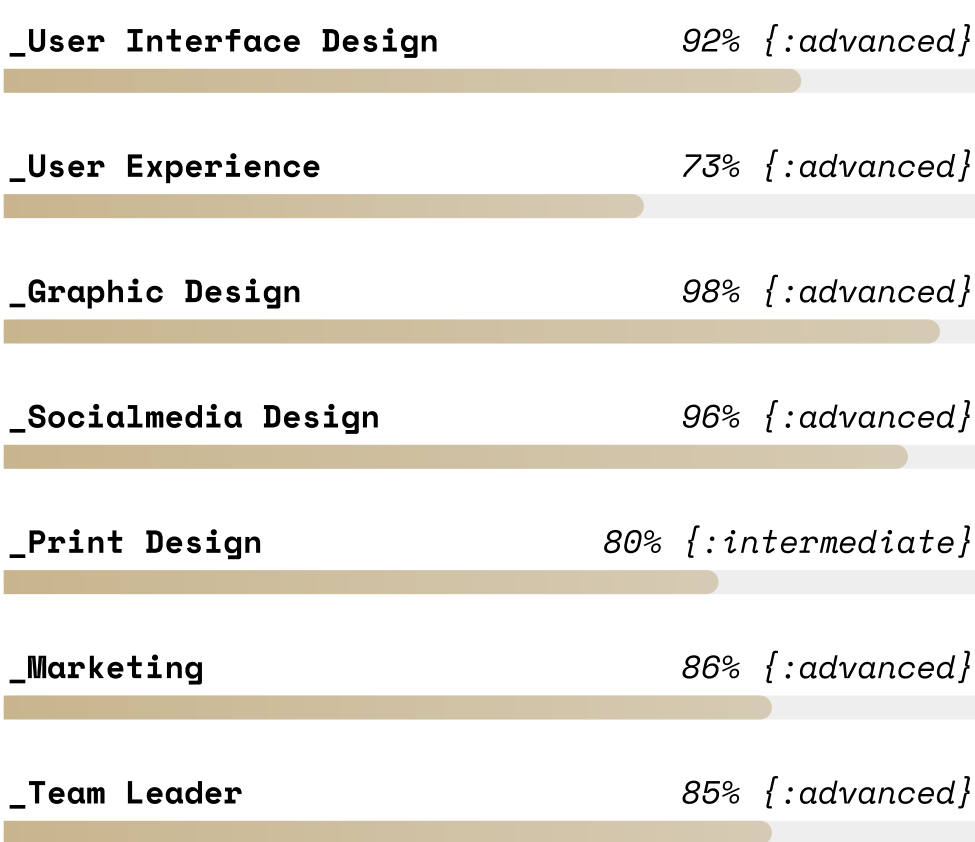
Hello! I'm Moises Carmona, a Licensed Design Business Administrator with a specialization in Graphic Design from Universidad Nueva Esparta in Caracas, Venezuela. With over a decade of experience in UI/UX design, I've worked on impactful projects such as helping raise over \$18 million USD for Latium LLC through a successful ICO all in 6 month span with 5 people, and developing native iOS and Android apps for platforms like Rabadaba and Latium's cryptocurrency ecosystem.

I am passionate about creating intuitive and visually compelling digital experiences that tell stories connecting emotions with people and experiences. My expertise spans wire framing, prototyping, user flows, and responsive design, marketing, creative direction and more - all while maintaining a user-first mindset. I thrive at every stage of the design process, from concept to completion, and I am committed to delivering innovative and impactful solutions.

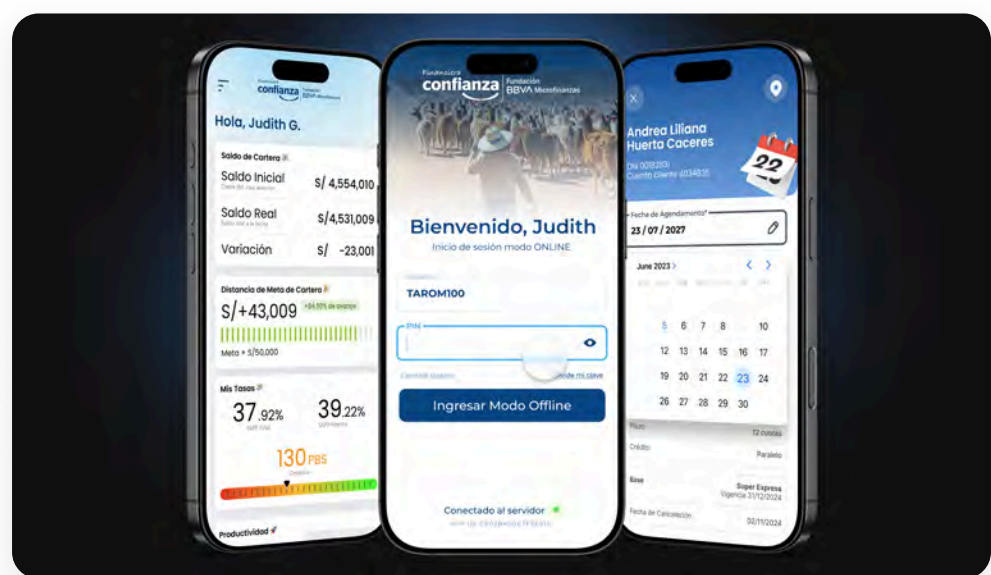
Software Skills



Specialization Skills



Recent Apps Published



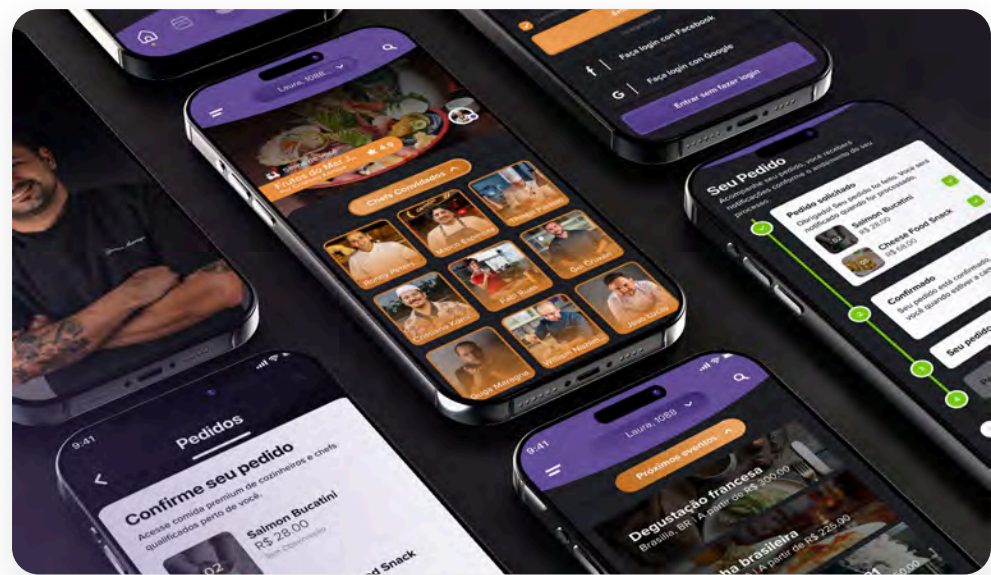
Financiera Confianza Microfinanzas App

An application exclusively for affiliated correspondent agents, designed to assist clients in performing various operations such as installment payments, withdrawals from savings or CTS accounts, deposits, remittance sending and receiving, bill payments, and more. All transactions are carried out quickly and securely with two-factor authentication and biometric verification.



Police Taxi App

Police Taxi is your ultimate solution for safe city travel. This innovative app lets you book rides equipped with alarm systems and direct connections to Peruvian police stations, ensuring peace of mind every step of the way. Whether you're commuting or heading out late, Police Taxi is here to prioritize your safety while getting you where you need to go.



ICOOK App

ICOOK is the ultimate app for cooks, chefs, and food enthusiasts to connect, share, and grow within a vibrant culinary community. Whether you're a seasoned professional or just starting your culinary journey, ICOOK brings people together to discover new recipes, share cooking tips, and participate in exciting culinary events. Join us and take your passion for food to the next level!



Financiera Confianza Agente App

A modern and reliable app exclusively for Financiera Confianza clients, redesigned to make things easier. With it, you can check your balances and transactions, send or receive payments through digital wallets like PLIN using your phone number or by scanning a QR code, transfer money to other banks, pay loans and bills, and even find nearby offices, agents, or ATMs. It's packed with features to help you manage everything quickly and conveniently!

Work Experience

General Conference of Seventh-day Adventists 🇺🇸

Silver Spring, Maryland, United States · Remote

Senior Graphic Designer | Digital Missionary

May 2023 - Present · Ongoing

During my time at the Seventh-day Adventist Church (General Conference), I have focused on creating engaging social media content, including carousels and single posts, to grow a vibrant online community. Using tools like Photoshop and Figma, I adhered to branding guidelines while crafting visually compelling content that resonated with diverse audiences. Collaborating with English and Portuguese teams, I helped grow the following from a few hundred to over 200K in just a few months, fostering meaningful global connections through strategic and creative content through digital missionary work.

Socialmedia Content Creation · Contract

Jan 2025 - Current

Financiera Confianza S.A.A. 🇵🇪

Lima Metropolitan, Peru · Remote

Chapter Leader UX-UI Designer | Full-time

Jan 2024 - Present

Previously, I remotely collaborated with Financiera Confianza on developing Microfinanza, a new digital product for agents and cashiers. I designed intuitive UI concepts using Figma, ensuring seamless integration with developers while adhering to agile methodologies. This role has fostered innovation and alignment between design and development, enhancing the banking experience and marking a pivotal moment in my personal and professional growth.

User Experience Designer (UXD) · Full-time

Jun 2023 - Jan 2024 · 8 mos

As a Hybrid Product Designer at FC, I led the development of a functional app addressing user pain points in Peru, engaging directly with communities in Cusco, Huancayo, San Martín, and Lima Metropolitan. I conducted user interviews, case studies, and field testing to inform intuitive, user-centered designs, creating high- and low-fidelity prototypes. Collaborating in agile teams, I ensured the app was both visually compelling and functional, enhancing accessibility in the financial sector. This experience sharpened my design skills, fostered collaboration, and reinforced my passion for impactful, user-focused solutions.

KPaz 🇨🇱

Santiago Metropolitan Region, Chile · Remote

Analista UX Estándar | Full-time

Dec 2024 - Feb 2025 · 3 mos

I served as a Standard UX Analyst at KPaz, collaborating with Financiera Confianza to enhance the user experience of mobile banking apps for clients and advisors, as well as the online banking platform. By conducting research, designing interfaces, and performing usability tests, I worked to optimize functionality and accessibility, delivering innovative, user-focused solutions.

icook LTDA 🇧🇷

Brasilia, Federal District, Brazil · Hybrid

Lead User Interface & Experience Designer

Dec 2022 - Dec 2024 · 2 yrs 1 mo

At iCook Ltda., I serve as the Lead User Interface and UX Designer. Previously, I was the Senior Graphic Designer, focusing on creating apps, websites, and branding for iCook. My responsibilities include developing both print and digital art. Additionally, I manage social media and content creation, ensuring a cohesive and engaging online presence that aligns with our brand's vision.

Senior Graphic Designer | Contract Employee

Oct 2021 - Dec 2022 · 1 yr 3 mos

Web Designer · Freelance

Apr 2021 - Oct 2021 · 7 mos

Hope Channel International, INC 🇺🇸

Silver Spring, Maryland, United States · Remote

Visual Designer

Mar 2024 - Aug 2024 · 6 mos

With HCI I've had the pleasure of working as a freelancer/contract based employee helping them fulfil the mission they have in reaching a world in need. My work involved print deliverables and HubSpot email templates. Donation letters and website sections. They are truly amazing so happy to help them in this journey.

Link Fast S.A. 🇵🇪

Lima, Peru · Hybrid/Part-Time

Chief Marketing Officer

Dec 2021 - Dec 2023 · 2 yrs 1 mo

As the CMO at LinkFast, I have taken on a range of responsibilities, including conducting user research and creating content for platforms such as cloud hosting and marketing and doing app designs like POLICETAXI. By working closely with a team of highly skilled full stack developers, we have successfully built the infrastructure for future success. I strongly believe that design is the intersection of art and skill, and I remain committed to continuously learning and growing alongside my talented colleagues.

MGNEX, C.A. 🇨🇴

Federal District, Venezuela · On-site

CEO and Co-Founder

Feb 2013 - Jun 2019 · 6 yrs 5 mos

As the CEO and Co-Founder of our company, I worked alongside my business partner Gustavo Luna to create a client portfolio by leveraging our SEO-enabled website to reach our target audience. In the early stages of our business, I also worked as a Graphic Designer, but eventually hired additional staff to handle those responsibilities. Unfortunately, the company is not currently operational due to socio-economic challenges faced in the country.

Latium Freelancing 🇹🇭

Bangkok, Bangkok City, Thailand · Remote

Creative Director

Dec 2017 - Jan 2019 · 1 yr 2 mos

My time at Latium was a truly remarkable experience, providing me with invaluable opportunities for personal and professional growth in the dynamic world of cryptocurrency. One of the most rewarding aspects of my work was helping to raise \$18 million in the ICO during the early weeks of 2018. Working alongside a team of highly skilled developers and CCOs from the companies of Moscow and Thailand offices, I played an integral role in designing and building wireframes that were transformed into production applications for both iOS and Android, as well as responsive web platforms and much more. The end result was a robust community of trusted tasks built on blockchain technology that has set a new standard in the industry.

Freelance Graphic Designer

Jan 2014 - Dec 2014 · 7 mos

Rabadaba INC. 🇺🇸

Jackson, Mississippi, United States · Remote

Product Designer

Dec 2014 - Jun 2015 · 7 mos

During my time as a UI Designer at RABADABA INC., I was exposed to the world of mobile app design for both iOS and Android. This experience pushed me outside of my comfort zone and taught me how to perform better in public settings. Additionally, I was able to further educate myself and others on improving their English grammar skills. Overall, it was an invaluable learning experience that allowed me to grow both professionally and personally.

Junior Graphic Designer & UI Designer

Jan 2014 - Dec 2014 · 1 yr

Contact Designer

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