

# Efrain Ayllon

DESIGNER. DEVELOPER. CREATIVE.

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## Howdy!

I'm **Efrain** — a designer driven to craft experiences that connect and perform. I dive deep into the user's world, obsess over the details, and build solutions that aren't just beautiful — they work flawlessly where it matters most. Whether it's intuitive interfaces, bold brand identities, or polished physical interactions, I bring ideas to life with purpose and precision.

## EDUCATION

### The Iron Yard

- Ruby on Rails Certification
- iOS App Certification

### Art Institute of Houston

Associate of Applied Science (AAS)  
in Graphic Design

## HARD SKILLS

### User Experience

- User Research & Insights
- Journey Mapping & User Flow Optimization
- Wireframing & Information Architecture
- Prototyping (Low- to High-Fidelity)
- Interaction & Experience Design
- Usability Testing & Validation

### Design

- Component Libraries & Design Systems
- Brand Development & Identity Design
- Responsive Web & Mobile-First Design
- Wireframes, Mockups & UI Prototyping
- Product Design for SaaS & Mobile Platforms
- Marketing Materials & Visual Storytelling
- Social Media Content Design
- Hardware Interaction & Human Factors

### Development

- HTML, CSS, JavaScript
- Objective-C, Swift, SwiftUI
- Python, Ruby on Rails
- Angular, Bootstrap, Tailwind
- GIT, GitHub, Azure DevOps

## EXPERIENCE

### Freelance / Product & Brand Designer

September 2024 – Present

- Designed and launched e-commerce websites and mobile apps with a focus on performance, usability, and conversion-driven UI.
- Created end-to-end design systems, user flows, and interactive prototypes to support client objectives across web and mobile platforms.
- Developed brand strategies and visual identities by creating logos, typography systems, and scalable design assets customized for each business.
- Collaborated directly with founders, engineers, and marketing teams to ensure alignment from concept to launch.
- Partnered with a startup to finalize their brand identity and streamline app flows, driving higher user engagement and successfully converting more guest users into registered accounts.
- Developed social media strategies and creative content to engage audiences, strengthen brand presence, and convert casual visitors into loyal followers across digital platforms.

### General Motors / Senior Product Designer

May 2022 – September 2024 | Remote·Detroit, MI

- Redesigned in-vehicle frameworks for Cadillac, Corvette, and Buick, expanding functionality and improving workflows based on customer feedback; leveraged Figma to test prototypes with users.
- Partnered with developers and stakeholders to ensure frameworks met regulatory and technical requirements while maintaining design integrity.
- Maintained the in-vehicle Design System, standardizing components, icons, colors, and typography to ensure consistency across brands.
- Restructured component libraries and collaborated closely with designers to uphold brand consistency and elevate visual appeal across system applications and product lines.
- Automated Design System releases using GitHub Actions, reducing manual deployment time by 12 hours per sprint.
- Enhanced user engagement and received positive feedback on redesigned frameworks for auxiliary displays, multi-function controllers, and HVAC systems.
- Mentored interns through design processes, helped them push an HVAC design for GMC through our stakeholder approvals, and guided them in creating documentation for developers.

## SOFT SKILLS

- Cross-Functional Collaboration
- Workshop Facilitation (Design Sprints, Ideation Sessions)
- Strategic Ideation & Creative Problem Solving
- Executive-Level Presentation & Storytelling
- Product Strategy Alignment & Roadmapping
- Planning, Prioritization & Agile Execution
- Process Evaluation & Continuous Improvement
- Identifying Operational Inefficiencies & Driving Solutions
- Team Mentorship & UX Leadership
- Stakeholder Management & Consensus Building
- Effective Communication Across Disciplines
- User Advocacy & Human-Centered Design Thinking
- Rapid Decision-Making in Fast-Paced Environments
- Conflict Resolution & Negotiation Skills
- Change Management & Process Optimization
- Empathy-Driven Leadership
- Vision Setting & Goal Alignment
- Feedback Management & Iterative Improvement

## TOOLS

Figma, Sketch, Abstract, ZeroHeight, Miro, Adobe Creative Suite, Illustrator, Photoshop, Adobe XD, InVision, Axure, InDesign, After Effects, Premiere Pro, Final Cut Pro, Motion, Lightroom, Atom, VS Code, Git, Webflow, Balsamiq, Zeplin, JIRA, JIRA Align, Confluence, Slack, Hotjar, Maze

### Woodforest National Bank / UI/UX Designer

October 2021 - April 2022 | Houston, TX

- Created a roadmap for the modernization of the banking portal, including the creation of a Design System to ensure consistent components were used throughout our new design language.
- Designed and implemented a designer-friendly editing workflow, empowering designers to manage website updates and reducing developer workload by 25%.
- Supported the launch of Delta1st, Woodforest's B2B integrated POS solution, by designing user-friendly workflows and marketing materials that streamlined setup for small to medium-sized businesses.
- Created promotional assets deployed across 750+ ATMs and Walmart branch locations, driving foot traffic and increasing in-branch engagement by 10%.
- Accelerated the team's shift to Figma by recreating core templates, components, and assets, driving faster adoption and collaboration.

### United Airlines / UI/UX Designer

March 2017 - October 2021 | Houston, TX

- Unified two legacy crew scheduling systems post-Continental and United Airlines merger, streamlining flight attendants' daily workflows and significantly improving their overall user experience and quality of life.
- Led user research, persona development, and rapid prototyping for a Trip Trading platform, delivering high-fidelity designs that addressed real-world crew needs and usability pain points.
- Built a scalable Component Library for internal crew scheduling tools, later adopted by the customer-facing UX team to enhance consistency and efficiency across United.com.
- Designed four native iOS applications (MobileCCS, MyFlight, Inflight Service App, PilotMobile) for flight attendants and pilots, collaborating closely with mobile engineers to ensure adherence to Apple's Human Interface Guidelines and deliver polished, intuitive experiences.
- Attended Apple's Worldwide Developer Conference (WWDC) to align designs with the latest mobile UX best practices; created marketing assets and training materials that accelerated mobile app adoption across 15,000+ employees.
- Facilitated 10 hands-on training workshops at United's Chicago HQ, onboarding over 15,000 flight attendants to the new Crew Scheduling app and boosting app proficiency through user-centered instruction.
- Developed an internal iOS app distribution platform (TestFlight equivalent), enabling leadership and test groups to access pre-release apps over-the-air (OTA) and accelerating user feedback loops during product development.

### MeliMarketing / Web Developer & Designer

February 2016 - March 2017 | Katy, TX

- Streamlined design-to-development handoffs.
- Optimized website performance with usability testing.
- Designed responsive, mobile-first interfaces.