



# Tirzo Carpizo

Portfolio: [www.tirzocarpizo.com](http://www.tirzocarpizo.com)

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## About me:

I am Tirzo, a Digital Artist specializing in UI/UX with a focus on creating attractive and functional digital solutions. My career started in the video game industry and has evolved into digital product design, where I have collaborated with global teams on projects that improve user experience and interaction with technological platforms.

## Experience:

### Product Designer | Harsh Studios, Miami, USA (Remote)

2023 - 2024

- I completely redesigned the Jobvious web application, a job search platform based on referrals. My work involved optimizing the interface and user experience across both mobile and desktop platforms, focusing on improving navigation and user workflow.
- The 3-month project resulted in a significant increase in user engagement, with improved interaction metrics and a more intuitive interface that made job searching easier for users.

### Product Designer | NuTech Advisors, Austin, TX, USA (Remote)

2022 - 2023

- I led the design of the Simple Deeds mobile app, focused on the real estate sector. My responsibility was to create a smooth and efficient user experience, from user research to final design delivery.
- Over 8 months, I worked with a global team, collaborating closely with developers and other designers. The result was an app that enabled users to buy and sell properties more securely.
- Additionally, I designed several websites for the real estate sector, contributing to increased digital presence and positive customer conversion metrics.

### Product Designer | Self-Employed

2021 - ongoing

- I work on UX/UI design solutions and digital services for small businesses, improving user experiences and contributing to their digital transformation.
- I designed custom web and mobile interfaces for SAP, used in demo videos that helped increase sales.



## Co-founder, Creative Director | Harsh Records, USA (Remote)

2016 - 2020

- I co-founded Harsh Records with the goal of creating an innovative platform for hard music artists, blending electronic music with digital solutions.
- As Creative Director, I developed and executed strategies to attract new listeners and clients, creating a powerful audiovisual identity that defined a musical era.
- I led key collaborations that propelled the label to new heights, establishing us as an international reference.
- Over 5 years, we expanded our presence at major festivals like EDC Las Vegas with our own stages.
- We innovated the operation of a record label by transforming conventional processes and creating a successful e-commerce platform for sound packs used by top artists in the industry.
- In 2020, the label was recognized as the best Mexican record label, a testament to the impact of our strategies and the global expansion of the brand, resulting in significant growth in sales and visibility.

### Skills:

#### Soft Skills:

Empathy, Effective Communication, Highly Creative, Fast Learner, Problem Solving, Attention to Detail, Time Management, Open Mindset, Critical Thinking.

#### Technical Skills:

UX/UI Design, Wireframing, HTML, CSS, Tailwind, SASS, Prototyping, User Research, User Flow Design, Responsive Design, Visual Design, Design Systems, Accessibility.

### Tools:

Figma, Visual Studio Code, Git, Github, Photoshop, Protopie, After Effects, DaVinci Resolve, Miro, Jira.

### Education:

- Master's in User Experience and Digital Services | UDIT, Madrid, Spain | 2024 -
- Bachelor's in Digital Art and Multimedia Business | CEDIM, Mexico | 2009 - 2013
- Google UX Design Certificate | Online | 2021

### Languages:

- Spanish (Native)
- English (C2 Advanced)