

DESIGN IS GIVING SOLUTIONS 

RUBENGOMEZ

UI/UX | Product Designer | Brand Strategist

RUBENGOMEZ



DESIGN
IS GIVING
SOLUTIONS

I'm a seasoned **UI/UX Specialist, Product Design and Brand Design Expert** with **20+ years** experienced working with startups and all sizes companies across Mexico, the USA, and Latin America; I help you to craft **brands** that shine, build stunning **websites** and **mobile apps** that people love.

What I can do for you:

- › **UI/UX Design** and **Prototyping** for mobile apps and webapps
- › **Web design** and development with WordPress, HTML, CSS & JS
- › **Brand Design** and **corporate identity** projects
- › **Creative concepts** and **art direction** for campaigns and digital projects



Stop Obesity

Mobile application

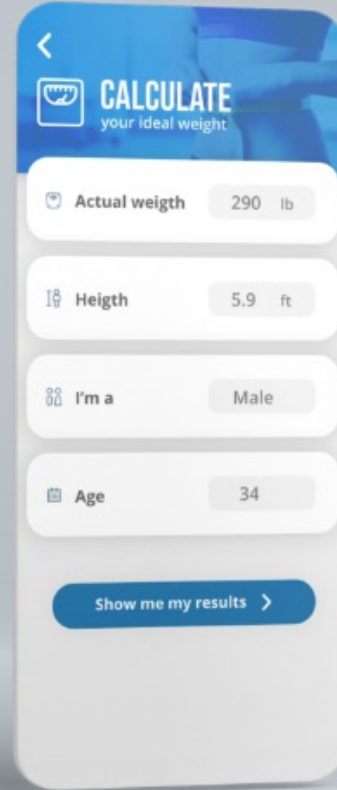
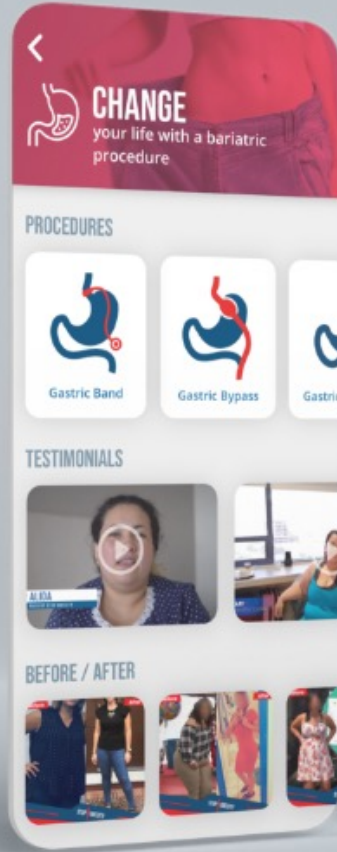
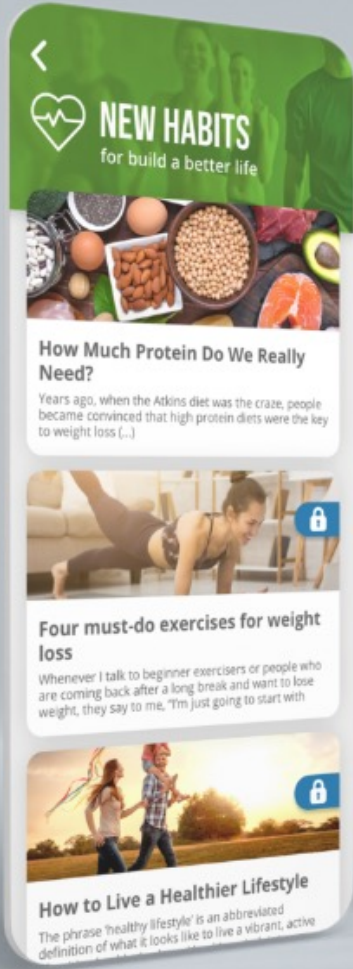
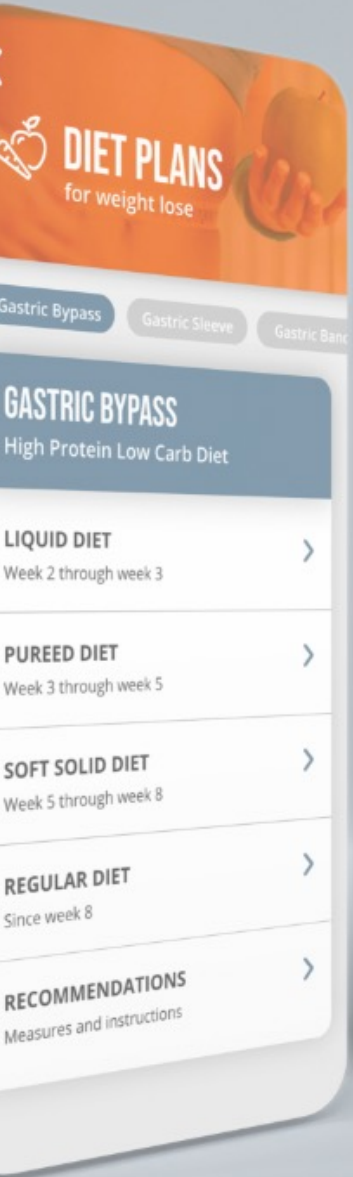
A tool for helping overweight people to lose weight and achieve a healthier life.

Tasks

UX Research
UX Workflow
Wireframing
UI Design
Prototyping

Tools

Adobe XD
Adobe Photoshop
Adobe Illustrator
Figma
Marvel





CALCULATE
your ideal weight

Actual weight 290 lb

Height 5.9 ft

I'm a Male

Age 34

[Show me my results >](#)

YOUR RESULTS

John, your Body Mass Index (BMI) is

42.8

Obese Class III

< 18.5 18.5 - 25 25 - 30 30 - 35 35 - 40 > 40

Underweight Normal Overweight Obese Class I Obese Class II Obese Class III

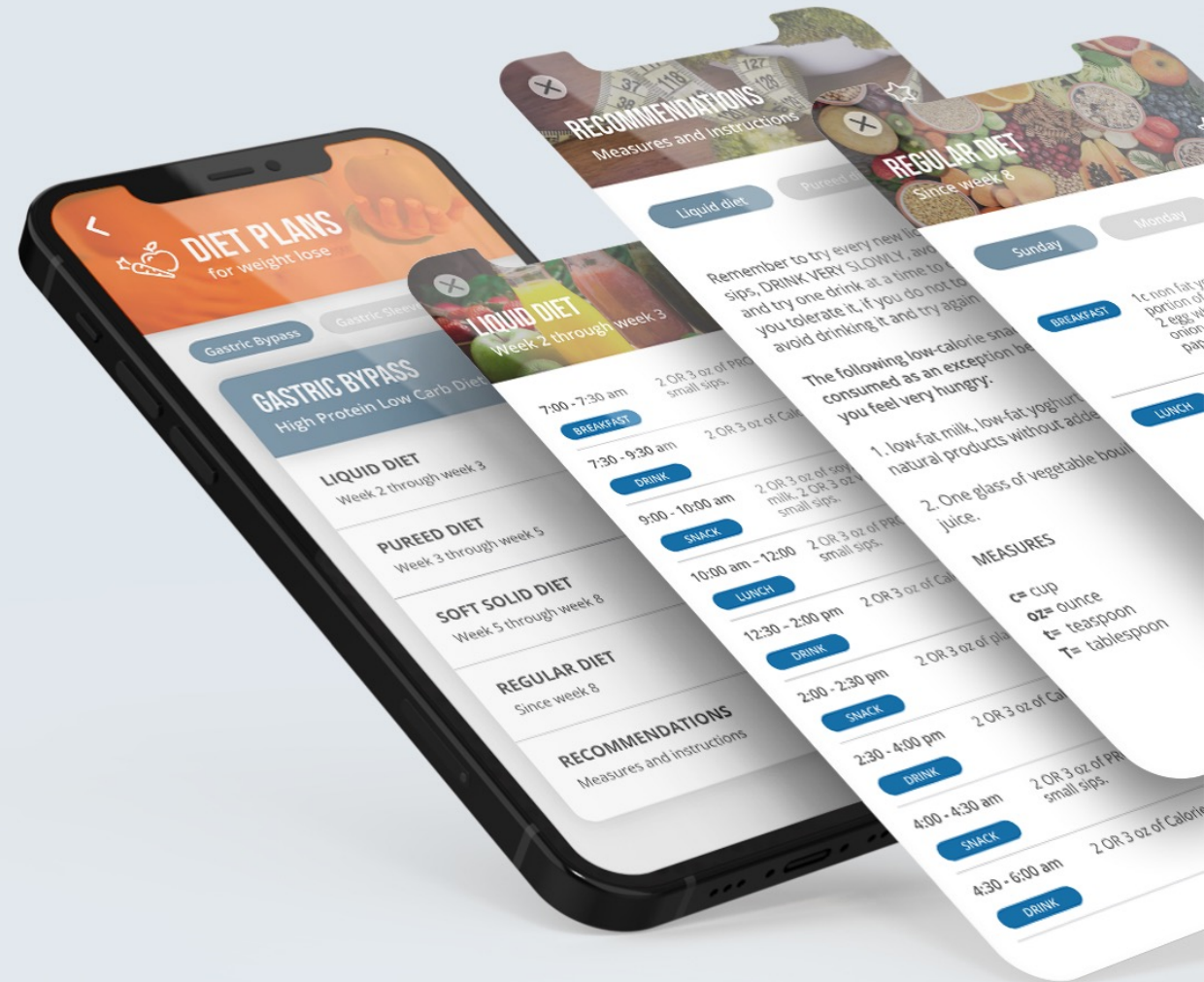
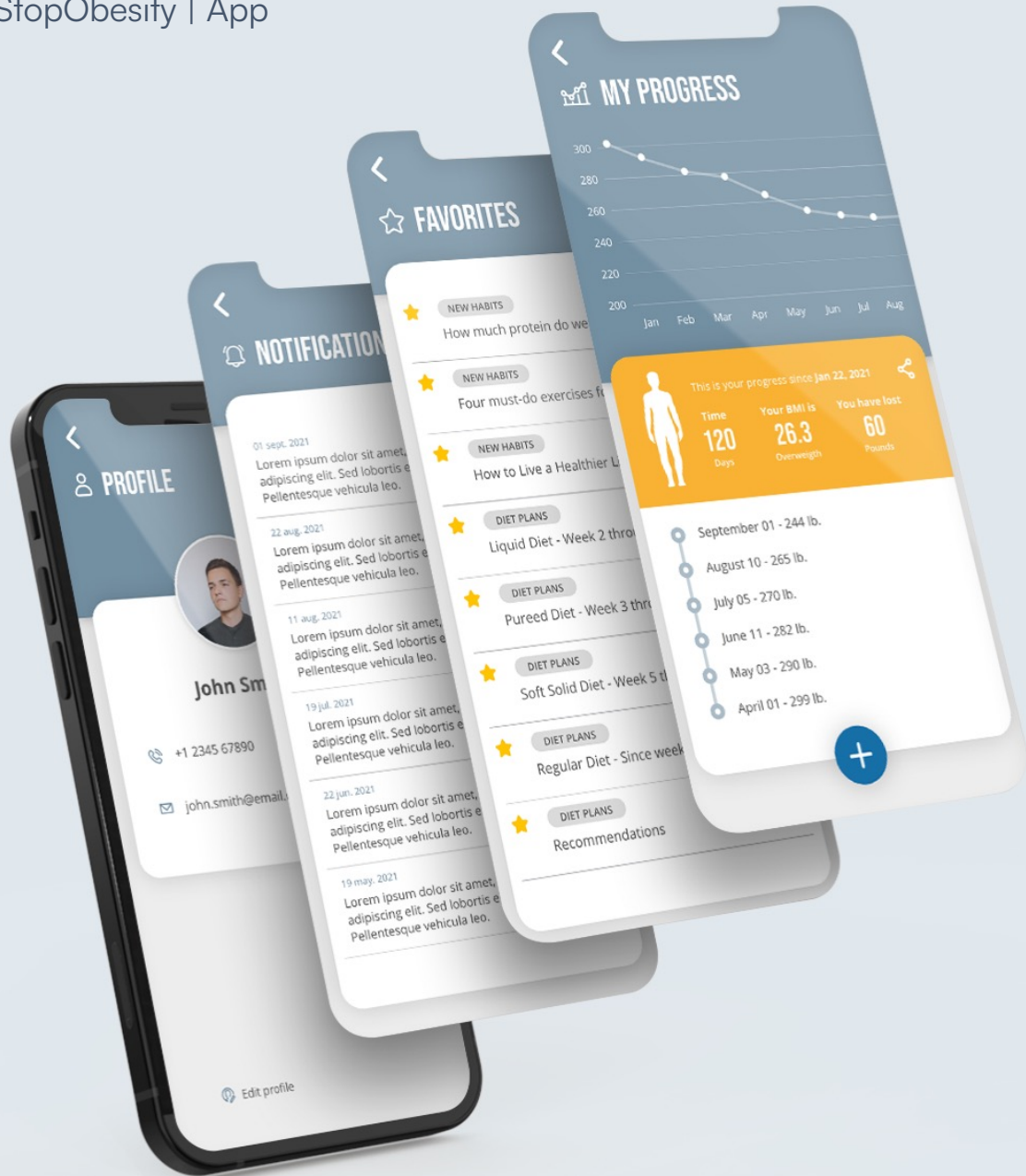
[? What does this mean?](#)

Your ideal weight is **176 lb.**

You can lose until 92 pounds in **12-18 months** and reach your ideal weight in 24 months

[See plans & treatments >](#)







AMPI

Mobile application, Website & Web app

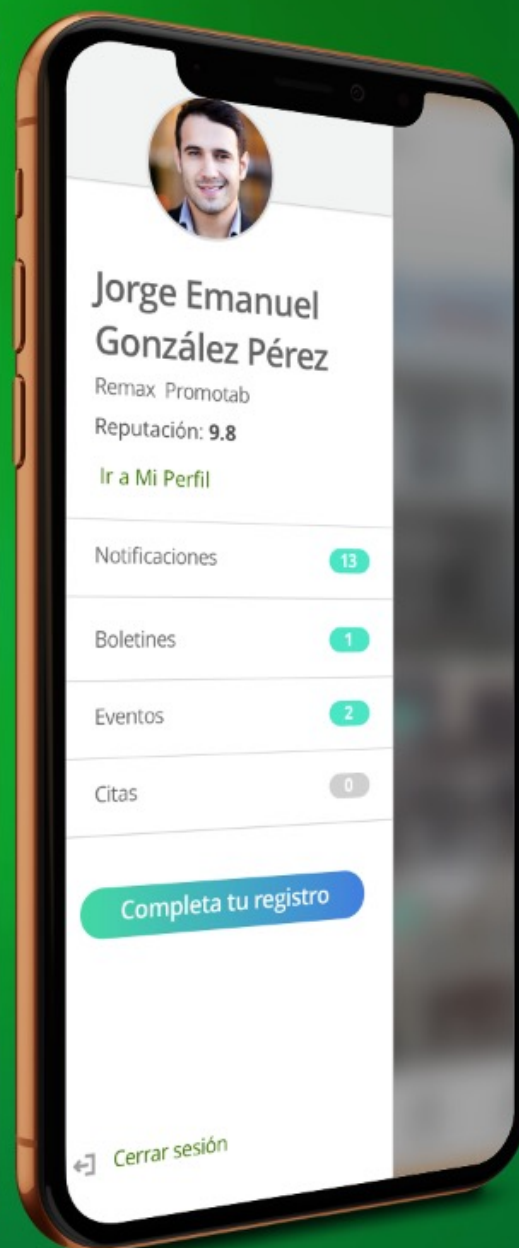
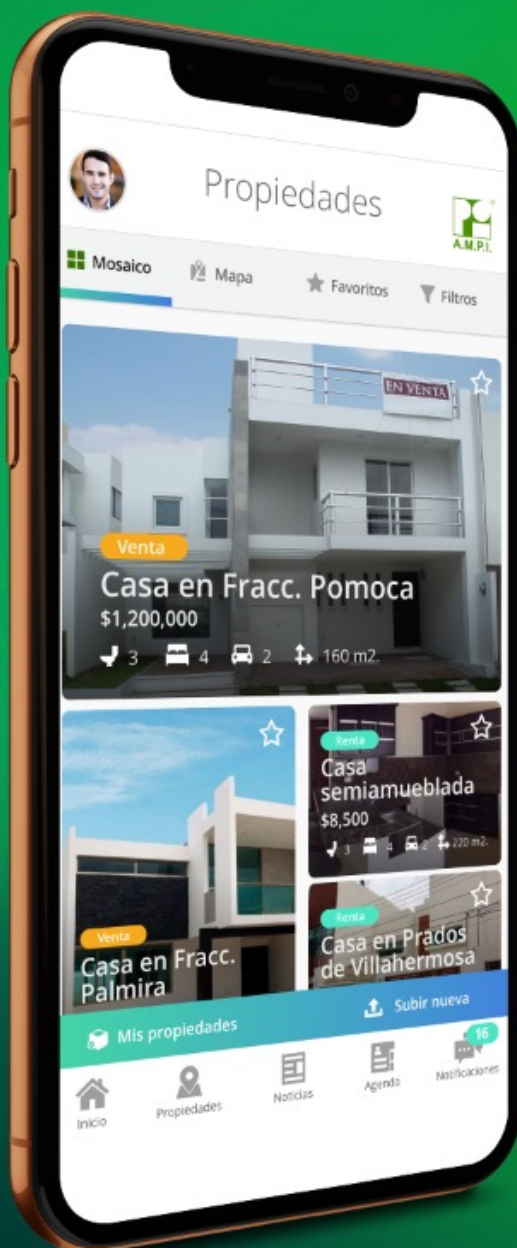
A comprehensive management, certification and businesses solution for realtors.

Tasks

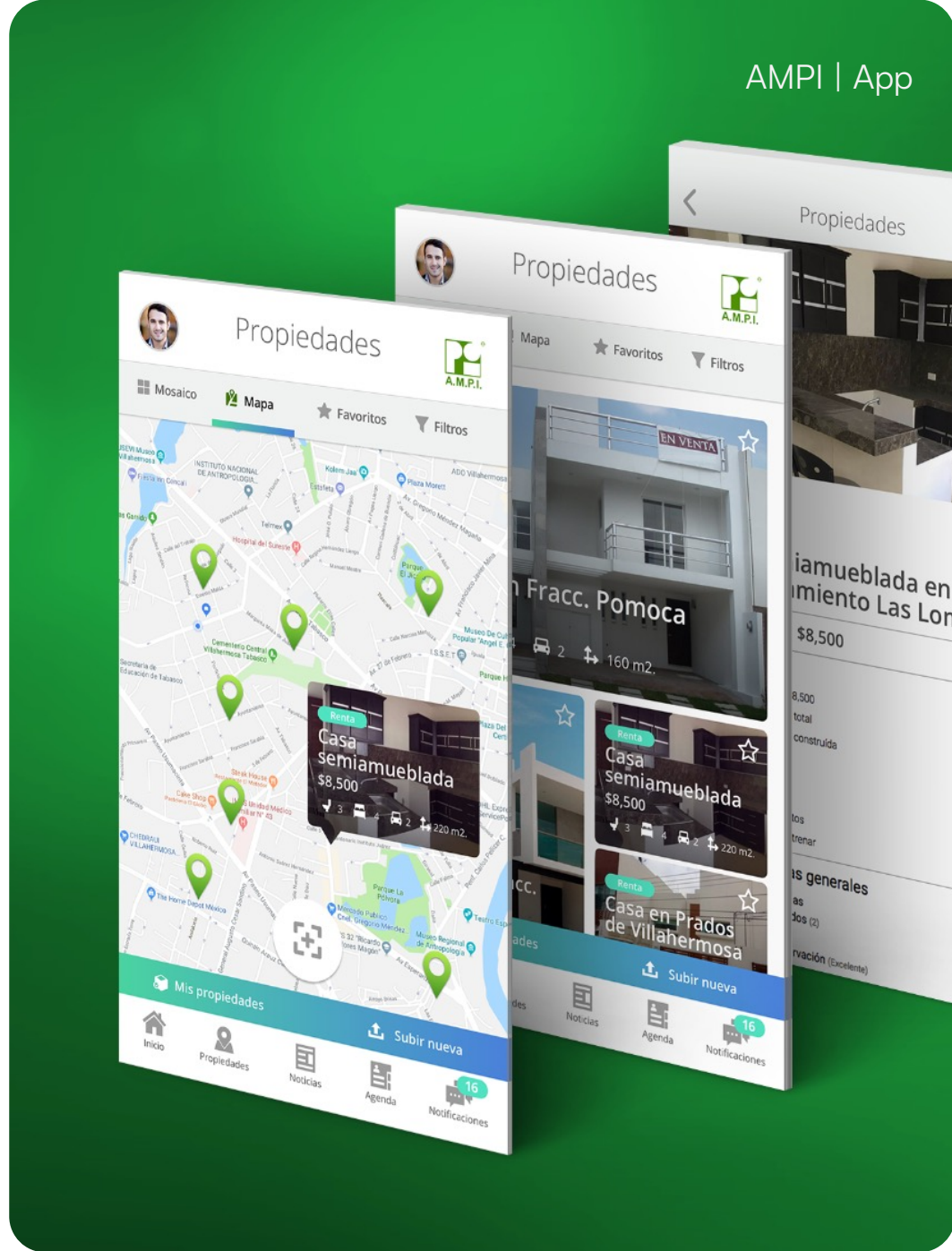
UX Research
UX Workflow
Wireframing
UI Design
Prototyping
Team management
Project management

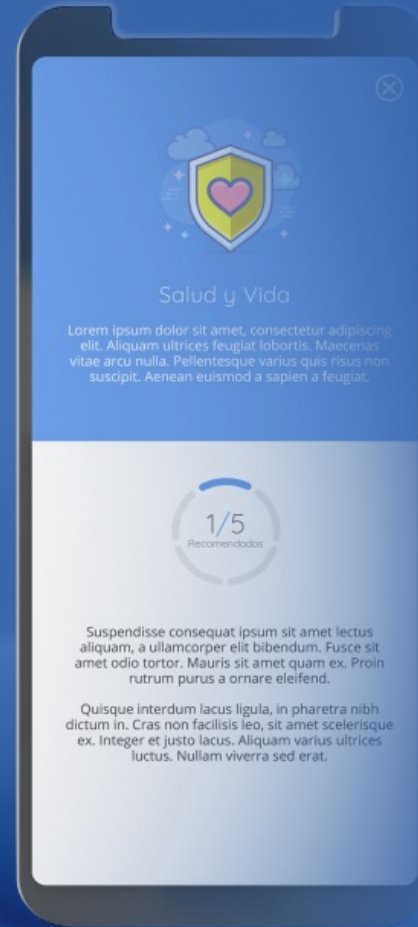
Tools

Adobe XD
Adobe Photoshop
Adobe Illustrator
Figma
Marvel









Brokfy

Mobile application UI

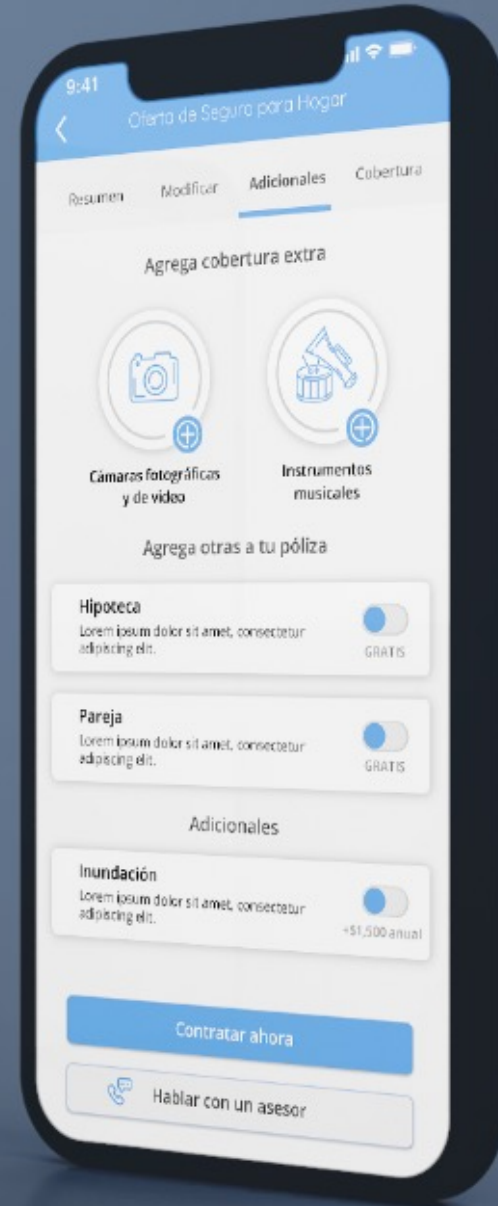
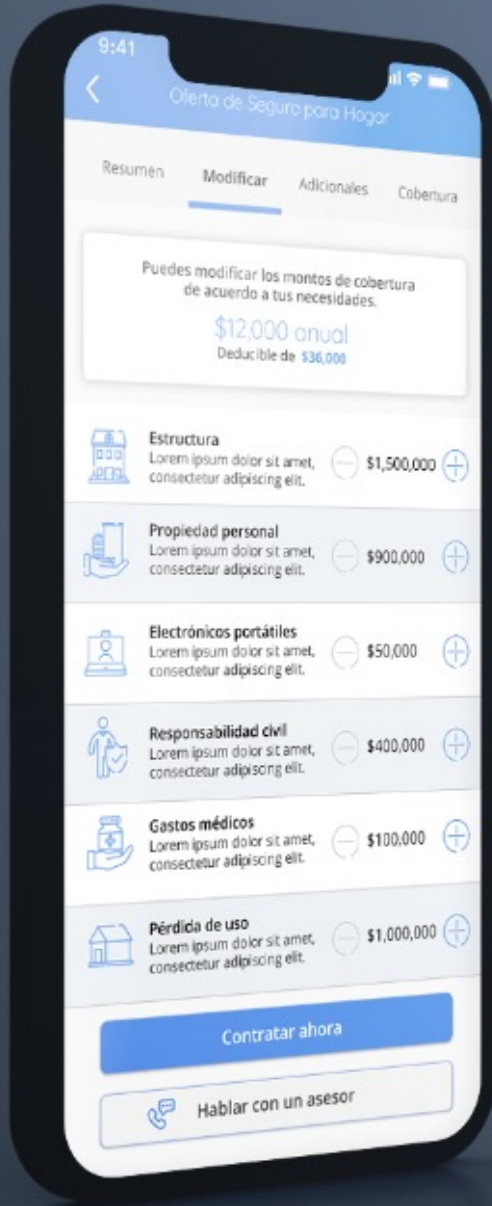
The game changing insurance digital marketplace in Mexico

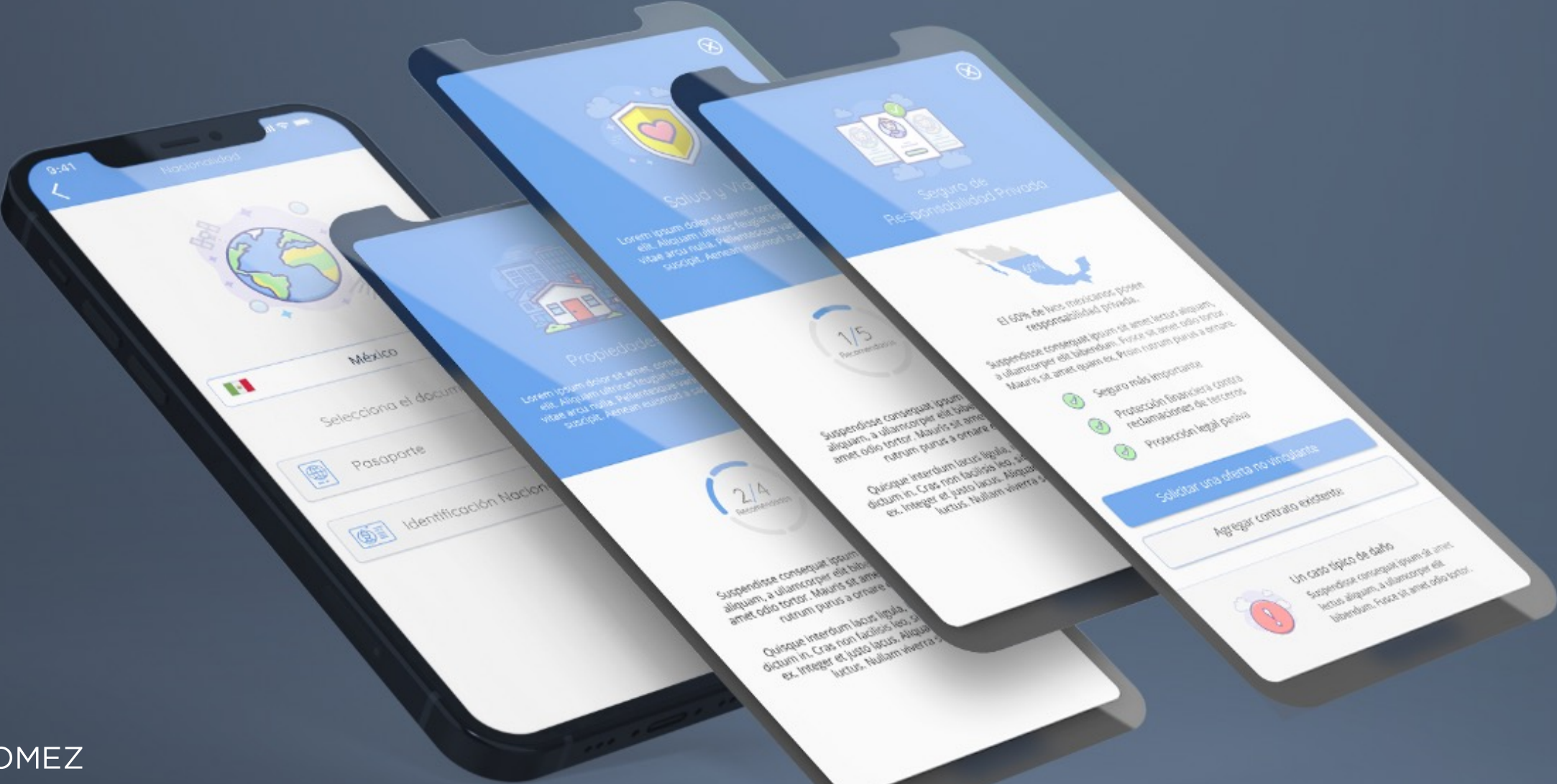
Tasks

UI Design
Prototyping
Team collaboration

Tools

Adobe Illustrator
Figma
Marvel







PAID

Brand Strategy

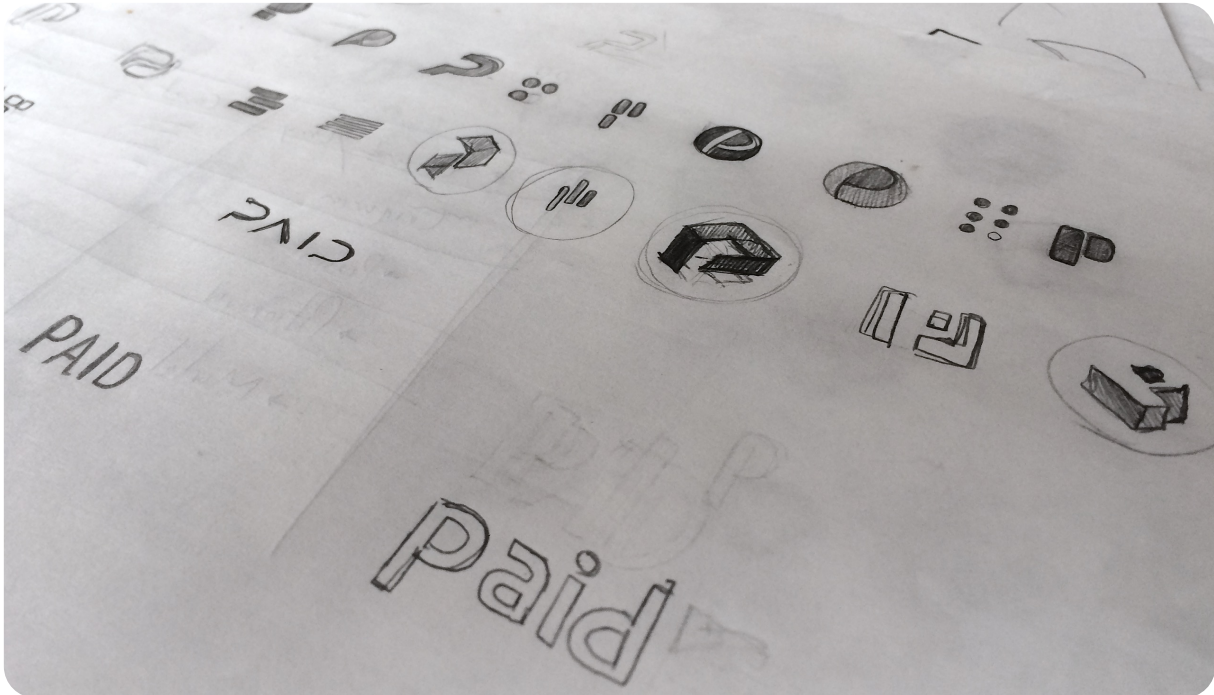
The innovative Silicon Valley startup
for online invoicing and payment.

Tasks

Logo design
Brand guidelines
Brand strategy

Tools

Adobe Photoshop
Adobe Illustrator
Adobe InDesign



Grid



Guides



Paid | Brand strategy

Symbol versions

Regular



Strong



Bold



Small applications

Regular



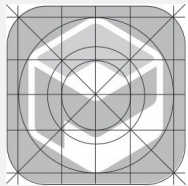
Strong



Bold



App icon







CAMPO TABASCO

Web App & Brand Strategy

A comprehensive information platform for statistical consulting about agricultural sector

Tasks

UX Research
UX Workflow
Wireframing
UI Design
Prototyping
Team management
Project management

Tools

Adobe XD
Adobe Photoshop
Adobe Illustrator
Figma
Marvel
Wordpress

Campe Tabasco - Información x +

campotabasco.gob.mx

SEDAFOP SECRETARÍA DE DESARROLLO AGRICOLA, FORESTAL Y PESCA

CAMPO TABASCO

HOME AGRICOLA PECUARIO PESQUERO FORESTAL SIG BOLETINES SISTEMA

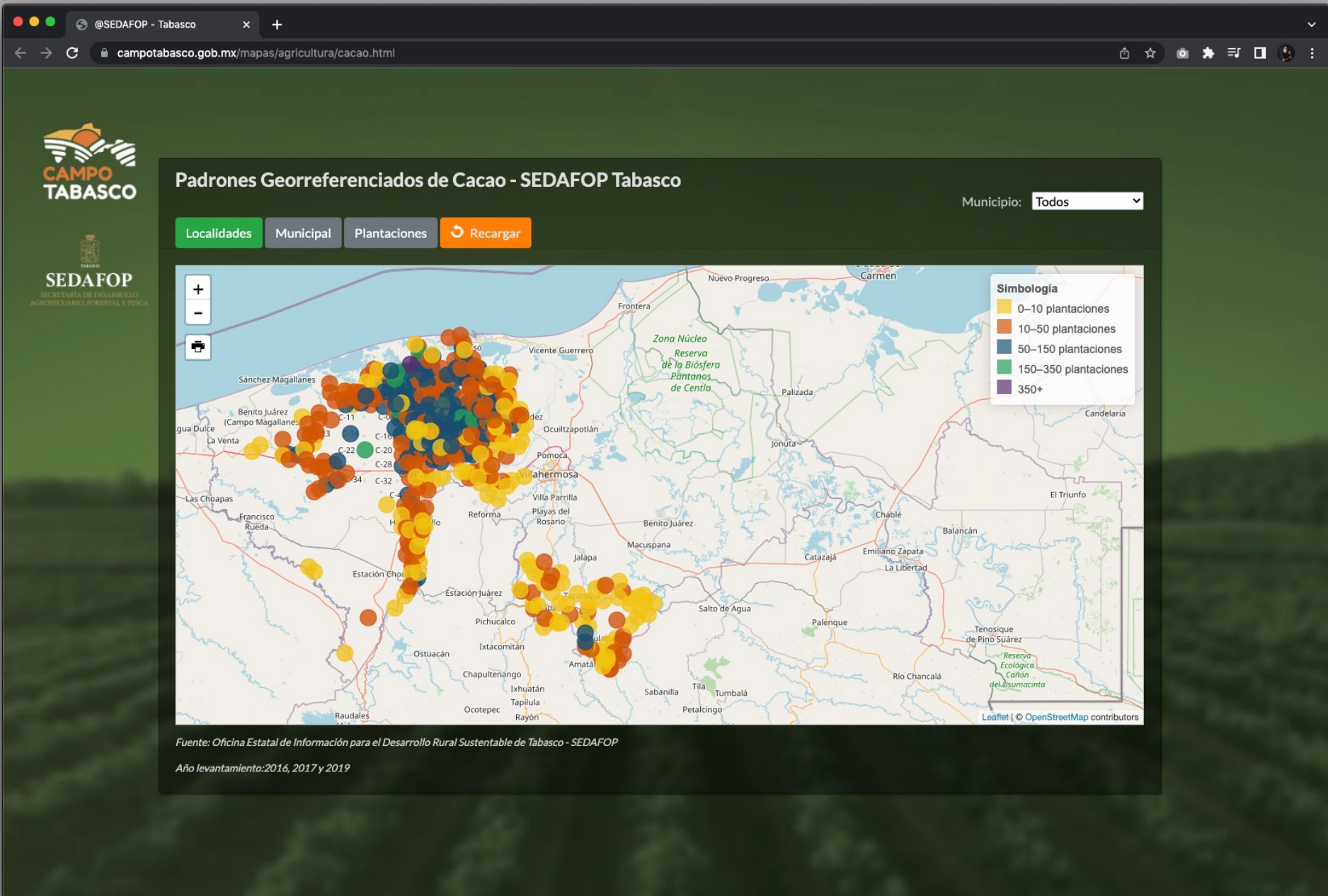
Search...

INFORMACIÓN QUE CULTIVA Y CRECE



CLIMA EN TABASCO




	Centro	Pantanos	Ríos	Sierra	Chontalpa
	3:20 am, May 26, 2022	3:20 am, May 26, 2022	3:20 am, May 26, 2022	3:20 am, May 26, 2022	3:20 am, May 26, 2022
	26°C	25°C	25°C	24°C	25°C
	Overcast Clouds	Overcast Clouds	Overcast Clouds	Overcast Clouds	Overcast Clouds



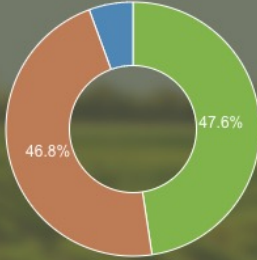
Campo Tabasco - Información x +

campotabasco.gob.mx


APORTACIÓN AL VALOR DE PRODUCCIÓN NACIONAL

Sector	Aportación	Ranking nacional	Valor en MDP
	1.1%	23°	7,205
	1.6%	21°	7,083
	2.0%	12°	836

Aportación por Subsector al Valor Total



- Agrícola 47.6%
- Pecuario 46.8%
- Pesquero 5.6%




ACTIVIDAD AGRÍCOLA

Municipios Líderes por Valor de Producción


1° Teapa
24.1% 1,736 mdp

2° Cárdenas
24.1% 1,736 mdp


Productos Agrícolas Destacados



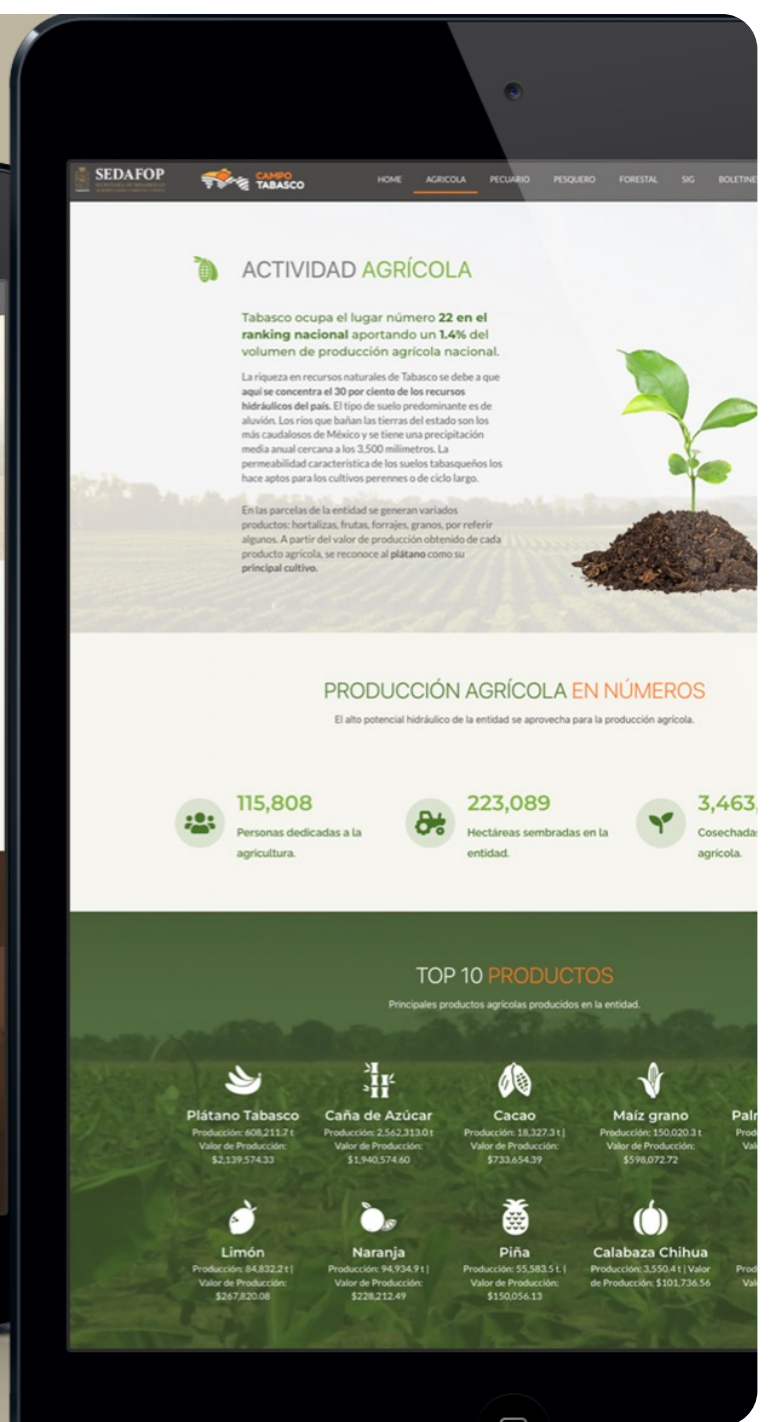
Plátano Tabasco



Cacao



Caña de azúcar







STARTUP WARS

UI/UX / Web App & Brand Strategy

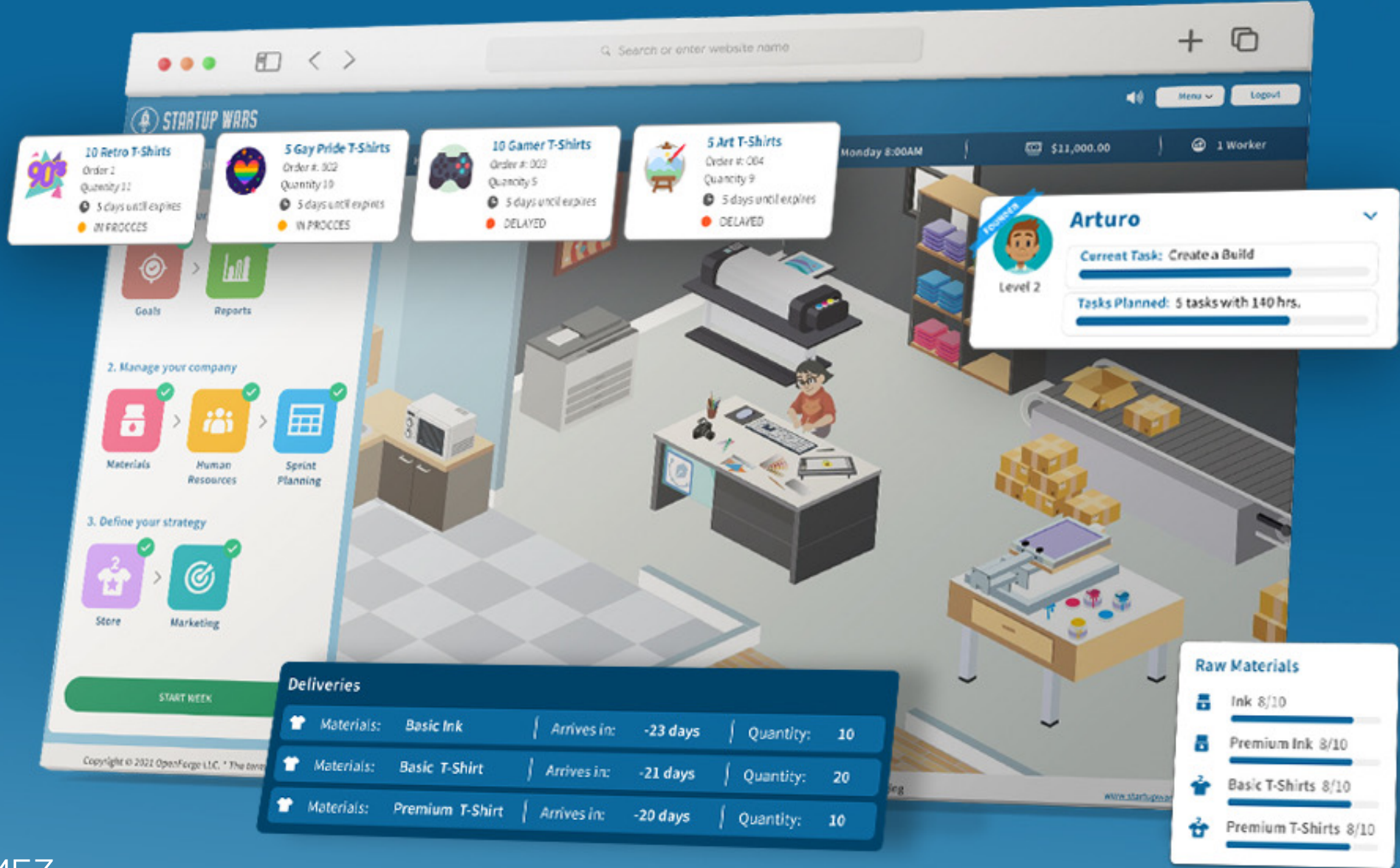
The startup simulation platform that allow students learn entrepreneurship without financial risk.

Tasks

UX Research
UX Workflow
Wireframing
UI Design
Prototyping
Team management
Brand strategy

Tools

Sketch
Adobe Photoshop
Adobe Illustrator
Figma
Marvel



10 Retro T-Shirts
 Order #: 001
 Quantity: 11
 5 days until expires
 IN PROGRESS

5 Gay Pride T-Shirts
 Order #: 002
 Quantity: 10
 5 days until expires
 IN PROGRESS

10 Gamer T-Shirts
 Order #: 003
 Quantity: 5
 5 days until expires
 DELAYED

5 Art T-Shirts
 Order #: 004
 Quantity: 9
 5 days until expires
 DELAYED

Arturo
 Level 2
 Current Task: Create a Build
 Tasks Planned: 5 tasks with 140 hrs.

Deliveries			
Materials:	Basic Ink	Arrives in:	-23 days Quantity: 10
Materials:	Basic T-Shirt	Arrives in:	-21 days Quantity: 20
Materials:	Premium T-Shirt	Arrives in:	-20 days Quantity: 10

Raw Materials	
Ink	8/10
Premium Ink	8/10
Basic T-Shirts	8/10
Premium T-Shirts	8/10

Monthly Report

Profit & Loss

Week	Profit & Loss
Week 0	14000
Week 1	12000
Week 2	11000
Week 3	10000
Week 4	13000

Category	Item	Amount
Revenue	[product.name] Geek T-Shirt	\$0.00
	[product.name] Love T-Shirt	\$0.00
	[product.name] Art T-Shirt	\$0.00
Expenses	Office Rent	\$0.00
	Taxes	\$0.00
	Marketing	\$0.00
	Loan Related Expenses	\$0.00
	Loan Interest Payments	\$0.00
	Loan Principal Payments	\$0.00
	HR Related Expenses	\$0.00
	Recruiter Hiring Fees	\$0.00
	Contractor Expenses	\$0.00
	Contractor Expenses	\$0.00
Cash in the Bank	\$0.00	
Total Expenses	\$0.00	

Campaign overview

Views: 720 | Clicks: 615 | Conversions: 490

Week	Views	Clicks	Conversions
Week 0	0	0	0
Week 1	600	400	300
Week 2	550	450	350
Week 3	500	400	300
Week 4	700	600	450

Cost: \$520

Key Performance Indicators (KPI's)

- Click Through Rate (CTR): 10%
- Cost Per Conversion (CPC): \$10
- Return on Ad Spend: 10%

Keyword Performance

Keyword	Avg. Searches	Competition
Sustainable Clothes [Keyword]	90k-100k	Medium

Demographics

City	Demographic	Targeted Population
Philadelphia, PA	Men Ages 21-35	678,740

STARTUP WARS

Website Active Users: 10 | Day 7/90 | Monday 8:00AM

Company Management

- Inventory Planning
- Materials
- Store

Supplier Vendors

- Human Resources
- Office Management
- Marketing

Progress Review

- Tasks
- Reports

START WEEK

Review and Confirm

Your Ad for this campaign

[company.name]

[ad.title] Suspensisse placerat nisi metus, id porta nunc.

[ad.content] Cras vehicula vitae purus in sollicitudin. Praesent posuere lorem a leo molestie.

Review and confirm the following information:

- Demographic: Demographic #1
- Keyword: [keyword]
- Your plan can get up to 5.5k clicks with a \$500 budget.
- Targeted Population: 678,749
- Campaign Spending Limit: \$500

Back | Confirm

Employee Progress

Arturo

Current Task: Create a Build

Tasks Planned: 2 tasks with 24 hrs.

Fulfillment Roles: Printing

Task Queue

- [Task name] Lorem ipsum
Estimated: 12 hr
Remaining: 6 hr
Design
- [Task name] Lorem ipsum
Estimated: 12 hr
Remaining: 6 hr
Marketing

Company Management



Materials



Food Truck (Store)



Marketing

Progress Review



Goals



Reports

START WEEK ▶

Update Your Menu! [setup-event.title]

Choose one item to research and include in the menu for your food truck.



item1.name [physical-product]



item2.name [physical-product]



item3.name [physical-product]



item4.name [physical-product]



item5.name [physical-product]

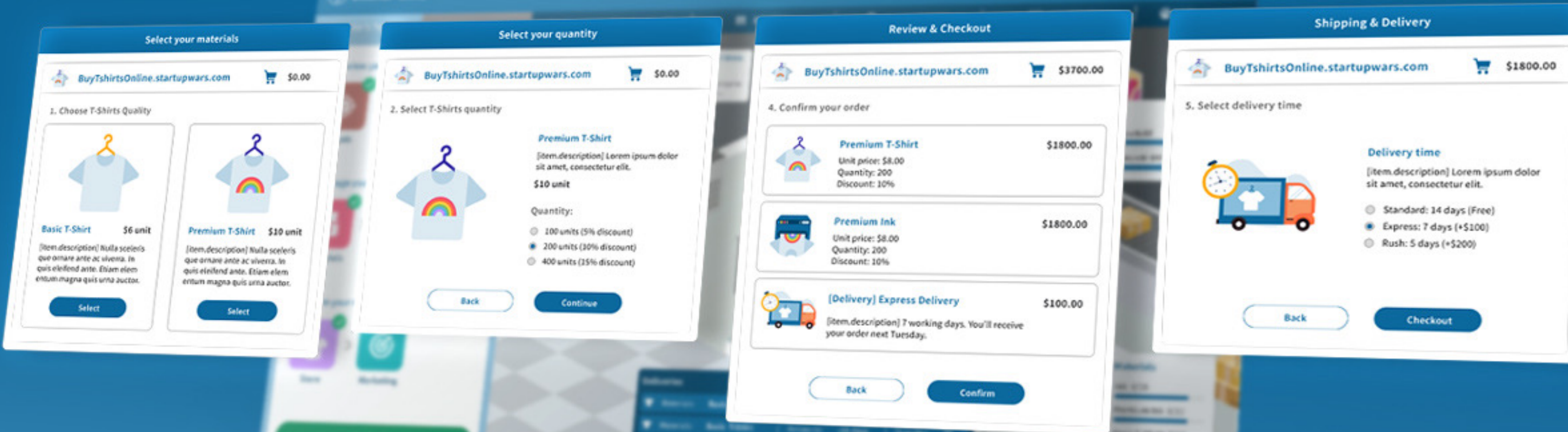


item6.name [physical-product]

Confirm



Purchase Flow



Trade Show Display



STARTUP WARS

STARTUP WARS, INC.
8 The Green, STE A
Dover, DE 19901

STARTUP WARS

Startup Wars is a **startup simulation game** that aims to teach players the principles of entrepreneurship and company management through **fun and engaging gameplay**.

As part of our early access program, we are partnering with entrepreneurial faculty and students across the country in a true startup journey. Students will participate directly in the Startup Wars decision making processes, and will have access to a living, constantly evolving company.

How to use Startup Wars in your course

The Startup Wars program will be a companion application to existing entrepreneurship curriculums, allowing students to immediately apply their learning through a hands-on, interactive, and engaging gameplay experience.

This exposure includes:
Team management, financial management, marketing strategies, product (MVP) development, and more!

Our goal is to provide an opportunity for students to interactively engage with their professors through a fun and interactive startup simulation.

This includes decision making, team financial planning, finding a market fit, and challenging business assumptions. At the end of this program, students will have the opportunity to learn and engage with a live startup as we prepare for our full launch in 2022.

How to get started

- Using Nurture
- Using Nurture
- We need

Example Growth

Attempt #1 - reflection on

Attempt #2 - able to demonstrate

We look forward to setting a







Uumbal

Corporate website

The game changing insurance digital marketplace in Mexico

Tasks

UI Design
Prototyping
Web design

Tools

Figma
Marve
HTML + CSS + JS
Wordpress
Elementor

RUBENGOMEZ

Inventario de Flora y Fauna

Realizamos inventarios periódicos de flora y fauna para el monitoreo de la biodiversidad y definición de los planes de manejo

AGROCOLA



FORESTAL



MEJORAMIENTO DE SUELOS

Optimización de suelos mediante reincorporación de materia orgánica en los suelos.

En las plantaciones de palma de aceite, se aplican constantemente nutrientes al suelo al reincorporar la materia orgánica, proveniente del mismo cultivo, como raquis, compost y fibra. Esta práctica mejora el contenido nutricional de los suelos para obtener una producción adecuada y sostenible. Asimismo, en las plantaciones se aporta materia seca, es decir, se reincorporan las hojas al suelo luego de podar y cosechar la planta.

A partir del análisis de suelos que realizamos, mantenemos, un nivel óptimo de materia orgánica, es decir, por medio de las prácticas agrícolas e industriales, hemos alcanzado un nivel de materia orgánica en los suelos, que garantiza el manejo integrado del cultivo al mantener la fertilidad de los mismos a través del tiempo.

Huella de Carbono

En nuestras operaciones de la división de palma se han capturado más de 27,500 toneladas de dióxido de carbono conforme a la metodología de la calculadora PalmGHG.

Captura de carbono

2018

* de 25,500





ACEITE DE PALMA

El aceite de palma se obtiene de la planta (*Elaeis guineensis*), un cultivo de alta eficiencia en la utilización del suelo y los recursos.

6% Es lo único que utiliza de las tierras dedicadas al cultivo de grasas y aceites.

28% Suple del total de aceites consumidos en el mundo.

Superficie requerida para producir 1 Tonelada de aceite

SOYA
2 Hectáreas

GIRASOL
1.43 Hectáreas

CANOLA
1.25 Hectáreas

PALMA DE ACEITE
0.26 ...

Infraestructura

Contamos con materiales genéticos de alta productividad, viveros tecnificados, mecanización en nuestros procesos, paquetes tecnológicos que nos garantizan una alta productividad y buenas practicas que brindan seguridad a todos nuestros colaboradores.

Inventario de Flora y Fauna

Realizamos inventarios periódicos de flora y fauna para el monitoreo de la biodiversidad y definición de los planes de manejo.

AGRICOLA



FORESTAL



MEJORAMIENTO DE SUELOS

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Huella de Carbono

QUIENES SOMOS

PRODUCTOS

NUESTRA GENTE



PRODUCTORES

SUSTENTABILIDAD

CONTACTO

AGRICOLA

Producimos aceite de palma de manera sustentable para el sector alimenticio, consumo y oleo química, reconvirtiendolos ranchos ganaderos a plantaciones de palma de aceite.

- ✓ Altos contenidos de vitaminas A y E.
- ✓ Libre de colesterol.
- ✓ Fácilmente digerible, absorbido y utilizado como fuente de energía.
- ✓ Contiene micronutrientes que ayudan al funcionamiento de las células para mantener el cuerpo sano y funcionando correctamente.
- ✓ Se extrae de la pulpa del fruto de palma por cocción y prensado.



ACEITE DE PALMA

El aceite de palma se obtiene de la planta (*Elais guineensis*), un cultivo de alta eficiencia en la utilización del suelo y los recursos.

6%

Es lo único que utiliza de las tierras dedicadas al cultivo de grasas y aceites.

28%

Suple del total de aceites consumidos en el mundo.

Superficie requerida para producir 1 Tonelada de aceite

SOYA

2 Hectáreas

GIRASOL

1.43 Hectáreas

CANOLA


1.25 Hectáreas

PALMA DE ACEITE

0.26 ...

Forestal - UUMBAL

No seguro | uumbal.mx/productos/forestal/

QUIENES SOMOS PRODUCTOS NUESTRA GENTE  HOME PRODUCTORES SUSTENTABILIDAD CONTACTO

CAPACIDADES

3,800
Hectáreas Propias

1,200
de Productores Asociados

6.1
millones de Pinos Tropicales

2.2
Millones de plantas por año

VIVERO FORESTAL

Contamos con un vivero de Pino de alta tecnología con producción clonal con capacidad de 2.2 millones de plantas por año.

Forestal - UUMBAL

No seguro | uumbal.mx/productos/forestal/

QUIENES SOMOS PRODUCTOS NUESTRA GENTE HOME PRODUCTORES SUSTENTABILIDAD CONTACTO

OBJETIVOS

- ✓ Establecer y manejar las plantaciones forestales con altos estándares de buen manejo, a través del personal altamente preparado y capacitado en los métodos y sistemas idóneos que permitan maximizar la producción forestal maderable y el volumen de resina.
- ✓ Mantener las áreas de conservación en su estado natural e implementando únicamente aquellas actividades que permitan su mantenimiento.
- ✓ Mitigar los impactos ambientales ocasionados por el aprovechamiento de madera y resina para proteger las especies de flora y fauna silvestre.
- ✓ Programar y realizar la recuperación de áreas que presentan procesos erosivos severos, las afectadas por incendios, plagas y enfermedades forestales.
- ✓ Agregar valor a sus operaciones con estándares internacionales asumidos voluntariamente que tengan como objetivo el triple resultado social, ambiental y económico.

CICLO FORESTAL

Resina y producción maderera

Planta, PMGF, I+D

Preparación de sitio

Plantación

Protección Forestal: Control de Incendios y P&E

Podas y Raleos

Control de Malezas y Fertilización

supersafe

Treasury Accounts

All-in-one cash management for better working capital and liquidity

Treasury Accounts

Collections

Payouts

Help & Support

Cash Balance

As of March 16th, 3:30pm EST

\$572,193.49

+\$44.88 (4.04%) in last day



1D 1W 1M 1Y YTD

Asset Mix

As of March 16th, 3:30pm EST



There are 30 items available

Treasury Accounts

Company Group (3)

John Doe Accounts (4)

- Safe
- Wallet
- Operating Accounts
- Payroll Account

SUPERSAFE

UI/UX / Web App

Simplifying and Securing the User Experience for a DeFi and Web 3.0 Banking Platform

Tasks

UX Research
UX Workflow
Wireframing
UI Design
Prototyping

Tools

Sketch
Figma
Marvel

Treasury Accounts

All-in-one cash management for better working capital and liquidity



Cash Balance

As of March 16th, 3:30pm EST

\$572,193.49

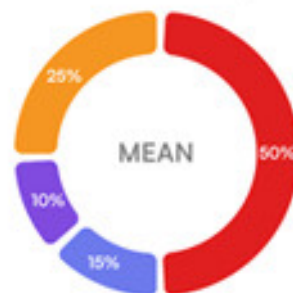
+ \$44.88 (4.04%) in last day



1D 1W 1M 1Y YTD

Asset Mix

As of March 16th, 3:30pm EST



MEAN	110,571.15
50% - 6 accounts	\$110,571.15
Bitcoin	5.23
25% - 2 accounts	\$90,715.09
ETH	51.42
15% - 9 accounts	\$61,856.94
SOL	2,682.11
10% - 10 accounts	\$49,908.33

There are 50 more assets in your account without enough liquidity to estimate their value.

Treasury Accounts

> Company Group (3)

42 Tokens, 1 NFT

\$1,567.89



▼ John Doe Accounts (4)

Tokens 8

\$1,567.89



Safe 5a...14ou

Tokens 10

\$23.45



Wallet 5a...14ou

Tokens 10

\$23.45



Operating Accounts 5a...14ou

Tokens 10

\$23.45



Payroll Account 5a...14ou

Tokens 10

\$23.45



- SOL (0.951) \$24.88
- > MEAN (29.43) \$0.71
- ▼ USD (194.35) \$194.99
- USDC (99.15) \$99.56
- USDT (194.35) \$95.03

SOL Solana Balance 0.951 Rate \$26.17 Current Value \$24.88 [TRANSFER](#)

Recent Transactions [\(view all\)](#)

Jun 26	Square Financial LLC	0.004	Wire In
May 23	Outsourcing Group	- 0.009	Payment
	Omega Red Ltd	- 0.002	Payment
	Fancy Bank Company	- 0.001	Transfer
May 13	Archangel Investors LLC	0.012	Wire In

✓ Mean Safe: \$ 25.41 [Sa...4ou](#) [DEPOSIT](#) More

- TOKENS (3)
- NFTS (3)
- STATEMENTS
- Approvals (3)

- ✓ Send 1 SNB to Ejch...Ajwz 06/24 10:35 AM 2 0
- ✓ Send 2 SNB to Ejch...Ajwz 06/24 10:35 AM 2 0
- ✓ Send 1 SNB to Ejch...Ajwz 06/24 10:35 AM 2 0

Send 1 SNB to SayBKs...wtW4ou Proposed by fD8qgH...gQftdW On 6/28, 10:51 AM [Approved](#) 2 0

- ✓ Executed fD8qgH...gQftdW 6/28, 10:51 AM
- 👍 Approved fD8qgH...gQftdW 6/28, 10:51 AM
- 📄 Created fD8qgH...gQftdW 6/28, 10:51 AM

Details
Sending funds for payroll.

Instruction #1

Account 1:	fD8qgH...gQftdW
Account 2:	fD8qgH...gQftdW
Account 3:	fD8qgH...gQftdW

- SOL (0.951) \$24.88
- MEAN (29.43) \$0.71
- USD (194.35) \$194.99
- USDC (99.15) \$99.56
- USDT (194.35) \$95.03

STATEMENTS

SOL Solana Balance 0.951 Rate \$26.17 Current Value \$24.88

Recent Transactions (view all)

DEPOSIT TRANSFER Approvals (3) More

Date	Transaction	Amount
Jun 26	Square Financial LLC	0.004
May 23	Outsourcing Group	- 0.009
	Omega Red Ltd	- 0.002
	Fancy Bank Company	- 0.001
May 13	Archangel Investors LLC	0.012

Wire in 0.004

5a...16ou

3b...X5up

May 26 12:45 PM

Details: SOL transfer using Orca protocol.

Notes: Add a note

View in Solscan

Mean Safe Settings

- GENERAL
- PERMISSIONS

Threshold
Minimum approvals needed for authorization

Treasury Accounts / Mean Safe

All-in-one cash management for better working capital and liquidity



Treasury Accounts

Collections

Payouts

Help & Support

Mean Safe: \$ 25.41

DEPOSIT

More

TOKENS (3)

NFTS (3)

STATEMENTS

Approvals (3)

- Send 1 SNB to Ejch...Ajwz
06/24 10:35 AM
- Send 2 SNB to Ejch...Ajwz
06/24 10:35 AM
- Send 1 SNB to Ejch...Ajwz
06/24 10:35 AM

Send 1 SNB to 5ayBKs...wtW4ou
Proposed by fD8qgH...gQftdW
On 6/28, 10:51 AM

Approved
2 0

- Executed
fD8qgH...gQftdW
6/28, 10:51 AM
- Approved
fD8qgH...gQftdW
6/28, 10:51 AM
- Created
fD8qgH...gQftdW
6/28, 10:51 AM

Details
Sending funds for payroll.

Instruction #1

Account 1:	fD8qgH...gQftdW
Account 2:	fD8qgH...gQftdW
Account 3:	fD8qgH...gQftdW

RUBENGOMEZ



Contact me

I'm open for new challenges, looking forward to work by your side for the success of your projects. If you want to talk about your idea, you can find me here:

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