

Dario Espinosa

Full Portfolio

Reference

Complete extraction of all project information from [espinosadesign.com](#) / Behance, with expanded descriptions and image inventories. The live site at [espinosadesign.com](#) renders entirely via JavaScript with no extractable text, so all content was sourced from the 12 Behance project pages. Each project includes the full case study text, image counts with Behance links, and all metadata. Social network links are collected at the end.

Note on images: Behance renders images via JavaScript — direct image file URLs cannot be extracted programmatically. Each project section includes a link to the Behance project page where all images can be viewed and saved individually (right-click > Save Image As).

12	14+	4,087	7
Projects	Years Experience	Behance Views	Social Profiles

Profile

Bio

Mexican Digital Product Designer focused on UX, UI, and Accessibility for persons with disabilities. 14+ years of experience as a web designer with a background in Marketing, eCommerce, Frontend Development, UX Research, UI Design, Web & Apps Design, Publicity, Promotion, and Fine Arts. Well-versed in startups and corporate projects.

Work History

ROLE	COMPANY
Designer (current)	SoftServe
Sr UX Designer	3Pillar Global
Web & eCommerce Manager	AT&T Mexico

ROLE	COMPANY
UX-UI, Accessibility & AEM Web Designer Coordination	AT&T Mexico

Tools & Skills

- Adobe Photoshop, Illustrator, XD, InDesign, Dimension, Portfolio
- Figma, Sketch, InVision, Miro
- Adobe Experience Manager (AEM / CQ5)
- HTML5, CSS, JavaScript, Magento 2, PHP
- Google Analytics, Adobe Analytics, Google Tag Manager
- Accessibility testing & WCAG compliance

I. OolaLife.com — Digital Product Design

Overview 2021

"Find balance in an Unbalanced World." Oola is a state of awesomeness — a life balanced and growing in health, finances, career, relationships, and well-being. Created by Dr. Dave Braun and Dr. Troy Amdahl, authors of an awarded book, who wanted to convert their philosophy into a digital experience for user enrollment.

The founders initially didn't know where to start. They only knew they wanted everything online. Dario worked closely with Dave for a month to gather ideas and define two products: a website and a web app with eLearning sections and enrollment included.

Objectives & Goals

Create an MVP website platform where people could enroll themselves. Ambassador and Coach roles needed, with login, articles per unit, activities for progress tracking (long-term, monthly, weekly goals), daily Action Steps, weekly retrospectives, and a dashboard at the main profile page.

- 7 Key Areas: Fitness, Finance, Family, Field (career), Faith, Friends, Fun
- Doable daily action steps and habits with built-in accountability
- Progress tracking with awards for streaks
- Straightforward goal-setting and easy plan payment
- Target: 30–60 female, interested in personal development, networking, Young Living — high tech literacy
- References: bigskyhealth.com, mindvalley.com, zerofasting.com

Process & Findings

The primary user journey started at the web page enrollment and finished at the application. The founders considered MindValley as an indirect competitor and liked its page context and future

structure possibilities. Focus was on interactive and animated frontend experience.

- Created 4 personas with Dr. Braun and Dr. Amdahl
- Extensive whiteboarding exercises with customer-centric and Design Thinking methodologies
- UX flow maps, wireframing, IA definition, sitemap, MVP task definition
- Emphasized breakpoints and mobile-first approach
- Oola had organic growth across multiple domains — opportunity to consolidate all info on one domain
- SEO strategies and Google Analytics fixes identified
- Accessibility fixes needed around the code
- Marketing firm from Oola joined — Dario suggested digital style guides and aligned with Frontend devs
- Handed off to another designer for final delivery, stayed in the back helping close gaps

Images & Links

6 images on Behance — UX plan, findings diagram, Miro board, persona work, flow maps, wireframes, and final product screens.

- Tools: Photoshop, Figma
- Creative Fields: Product Design, Interaction Design, App Design
- Published: October 1, 2021 | 86 views
- Live site: www.oolalife.com
- Behance: [View all images & project](#)

II. AT&T Design System & AEM Components

Overview 2016–2020

Created the first Design System for the AT&T Mexico Digital Team. Worked for almost a year creating the system, with several iterations before achieving a final version of Adobe Experience Manager (AEM) ready for production. Grounded in design thinking, UX research, and rigorous iterations from 2016 through the last redesign in 2020.

The initial project was a simple HTML site using CSS and JavaScript. This monumental task was managed by just two people from corporate headquarters: one developer and Dario. Responsibilities expanded significantly when they integrated the websites of Nextel (CQ5), Iusacell (PHP), and Unefon (HTML/PHP), adding considerable complexity due to content ownership and web operations issues.

Technical Scope

Developed everything for Adobe Experience Manager (AEM), based

on CQ5 (Java) with a database structured around IDs. Studied directly with Adobe to grasp basic development concepts needed for understanding and deploying the system. Created approximately 40 different components.

- CID (Computer Interaction Design) thinking — technical considerations before design
- Atomic Design approach: components built from smaller components, storing info at nodes
- Templates first, then components — imagining what to embed (sliders, rich text, galleries)
- Extensive documentation: PPTs and PDFs describing templates, components, character limits, resize properties
- In 2019: failed deployment, Adobe Brazil and Guatemala teams assisted directly, one-year rollback
- 2020–2021: design system became foundation for all components

Role & Responsibilities

Led the design team within Corporate Marketing Operations in multiple roles.

- UX Specialist, UI Designer, Project Manager, Web Design Lead, Content Facilitator
- Translated AT&T's brand promise, strategy, and design language into world-class designs
- Monitored and planned projects with Adobe Brazil teams and agencies
- Managed AEM DAM assets, IA, and content creation
- Delivered analytics via Adobe Analytics, Google Analytics, and Google Tag Manager
- Managed e-commerce (Magento 2) in a separate domain
- Oversaw multiple subdomains and partner initiatives (Netflix, Spotify, Warner, Google)
- Collaborated with Facebook, YouTube, Google, and Twitter for digital strategies
- Maintained AT&T's national leadership in accessibility (recognized by IFETEL Mexico)
- Defined concepts from Atomic Design perspective including wireframing
- Implemented Agile processes for the web team
- Nurtured and trained agencies on UX and accessibility principles

Design System Evolution

Three major challenges shaped the system. First: finding anyone who had the Digital Guidelines — required speaking with many department managers and directors, from Branding to Compliance. Second: establishing communication with US development and

design departments for access to all assets (all files were in PS format, had to recreate in Sketch, then later migrated to Adobe XD). Third: creating the system and demonstrating how to use it as the only designer, frontend developer, and coordinator on the team.

- Initial approach: basic Design System in Sketch
- End of 2018: found external agency with Adobe XD files for AT&T US documentation
- Migrated everything to Adobe XD for easier iteration
- Left/Right/Viewports approach: desktop top view + mobile at right
- 2019–2020: modularity allowed quick component changes in AEM while maintaining live site

Images & Links

11 images on Behance — Design system Sketch files, AEM component specs, template documentation, component detail pages, version evolution from 2018 to 2020.

- Tools: Photoshop, Illustrator, InDesign, Sketch, Adobe Experience Manager, Sketchbooks
- Creative Fields: Web Design, Interaction Design, Programming
- Published: February 4, 2019 | 1,304 views, 4 appreciations
- Behance: [View all images & project](#)

III. Porsche Taycan Landing Page Concept

Brief & Approach

2020

Porsche asked to boost orders for their new electric luxury sedan, the **Taycan**. The goal: introduce the Taycan to a wider audience with the best digital experience possible, while making reservations and ordering convenient and unhindered. Design addressed both mobile and desktop use-cases.

Porsche is a performance luxury brand — the idea was to capture and extend the sensory experiences the Taycan enables and evokes. The design targeted recognition and "having the best" while fulfilling the needs of consumers looking for top-line specs. Competition in the electric auto space is growing (Tesla, Rivian, E-Tron, Polestar) — the focus was on detailing why Taycan is the best.

Process Details

First approach: understanding the product. "A Guinness record car," "Spirited young horse," "Incredible acceleration, precise handling, and aggressive styling," "Porsche's first electric car is a sleek sport." The landing focused on emotion and feelings.

- Visceral and behavioral level design for rapid conversion
- Every CTA uses emotional triggers with conversion triggers

- Conversion via online chat for personalized, direct treatment (system already exists in several countries)
- Multistep pre-order flow to reduce friction
- High-quality images with detailed zoom over the 3 Taycan models
- One-page design for segmented digital marketing (invitation, email, social campaign, SMS, QR code)
- One call-to-action per scroll section
- Used official Porsche press kit with high-fidelity images, brand guidelines, SVG logos, fonts
- Color contrast treated for accessibility
- SEO-ready: every button and CTA measurable by analytics tools, heat maps applicable

Images & Links

8 images on Behance — mobile mockups, mood board, wireframes, multistep pre-order flow, brand analysis, desktop landing, prototyping process.

- Tools: Photoshop, Figma
- Creative Fields: UI/UX, Web Design, Interaction Design
- Published: January 11, 2021 | 385 views, 9 appreciations
- Figma prototype: [Taycan Mobile Landing Page Experience](#)
- Behance: [View all images & project](#)

IV. AT&T Smartphones Catalog Redesign

Overview 2017–2018

UI/UX redesign from idea to production of the AT&T Mexico Smartphones, Accessories, and Tablets Catalog. Complete redesign of the product catalog experience, taking the project from initial concept through research, design, and final production deployment. Part of the broader AT&T Mexico digital transformation effort.

- Role: UI/UX Research & Design, Production
- Tool: Adobe XD
- Published: February 4, 2019 | 66 views, 2 appreciations
- Live: att.com.mx/consiguelo
- Behance: [View all images & project](#)

V. YAIWA Smartphone — Brand & Packaging

Overview 2017

Brand identity and packaging design for YAIWA smartphone for Spirit Asian Company. Started working with the Asia-based company in 2017. The first project was the brand identity for a credit

card named "Spirit" — they then asked for brand identity and packaging for a smartphone.

Process

From name proposal to packaging design. The original name was "Yawa," but when extending the market to the Americas, they searched for easy pronunciation across languages. The final name became YAIWA.

- Brand identity: complete visual identity system for the smartphone brand
- Packaging design: box design and unboxing experience
- Extended work: designs for IBERIA (Spanish Airlines) and Spirit Credit Card travel account kit with a smartphone ready to use in over 130 countries
- Digital content: screen wallpapers and 3D renders for high-end and low-end smartphones

Images & Links

Images on Behance — 3D smartphone renders, packaging box designs, brand identity elements, wallpapers, credit card designs.

- Tags: Packaging, Smartphone, 3D, Render, Brand, Phone, Adobe Dimension
- Tool: Adobe Dimension
- Published: August 17, 2018 | 111 views, 1 appreciation
- Behance: [View all images & project](#)

VI. AT&T Mexico Webpage Redesign

Overview 2016–2021

Led the complete redesign of AT&T Mexico's website — AI, UI, UX, Web Accessibility & Design System. An ongoing, data-driven process working with external agencies and internal insights from real customers. The task was assigned to the Operational Marketing Area where Dario worked as Coordinator and then Manager at the main headquarters of the Digital team.

Challenges & Scope

Main problems: high bounce rate, low conversion for specific funnels (eCommerce and app), and Customer Care problems across Chief offices. From 2016 to 2021, helped merge multiple telecommunications sites (different technologies) into one, then redesigned the AT&T Mexico Website, Microsites, and Apps multiple times.

- Merged: Iusacell (PHP), Nextel (CQ5), created AT&T (HTML5)

- First goal: new Home page and Information Architecture that makes sense
- Ran A/B tests, heat mapping, storyboarding, diagraming
- Redesigned global arts for almost everything
- Reordered IA of menus and footers
- Created formal UI kit: Photoshop → Adobe XD → Sketch

Cross-functional Work

Communication across the entire company.

- Customer Service departments and internal brand partner teams (Apple, Samsung, Motorola, Netflix, Warner)
- Tech teams for server security
- Compliance for Digital Accessibility for people with disabilities
- Pushed for correct use of Google Analytics and Tag Manager for direct digital insights
- Internal insights from Postpaid and Prepaid databases
- Delivered mobile price quotation tools that didn't exist before
- Integrated fully functional set of tools including catalogs

Images & Links

- Tags: Redesign, UI, UX, AI, Webdesign, Website
- Tool: Adobe Photoshop
- Published: August 6, 2018 | 115 views, 2 appreciations
- Live: att.com.mx
- Behance: [View all images & project](#)

VII. AT&T News Microsite

Overview 2018

Designed from concept, going through code to production. A news microsite for AT&T Mexico — complete end-to-end delivery from initial concept through frontend code to production deployment. Built to serve as the official newsroom for AT&T Mexico's press releases and corporate communications.

- Role: Concept, Design, Code, Production
- Tags: Microsite, Website, UI, AI (Information Architecture), Architecture
- Tool: Adobe XD
- Published: August 5, 2018 | 101 views, 2 appreciations
- Live: att.com.mx/newsroom
- Behance: [View all images & project](#)

VIII. Daily Chatbot — MVP Research & Product Design

Daily Chatbot for eCommerce — Cosmetics MVP Research & Product Design for Proscail, a SAAS Business. Designed and researched a chatbot solution for an online cosmetics store, taking the project from initial research through to a functional demo. The chatbot aimed to automate customer interaction and drive conversions in the eCommerce context.

- Role: MVP Research & Product Design
- Tags: Chatbot, Ecommerce, Store, Bot, UI, UX, Research, Product, Web Design
- Tool: Adobe Photoshop
- Published: August 5, 2018 | 273 views, 2 appreciations
- Presentation: [Google Slides — Complete Presentation](#)
- Behance: [View all images & project](#)

IX. Kasuva — B2B Marketplace Redesign

B2B online Marketplace for Latin America & Spain. As Co-Founder & Design Director, Dario worked on a complete redesign plus frontend development. Kasuva was conceived as a platform to connect businesses across Latin American and Spanish markets, built on Magento.

- Role: Co-Founder & Design Director — Redesign + Frontend
- Built HTML template and Magento integration
- Tags: eStore, Online Store, Business, Redesign, Magento, PHP, Market
- Tool: Adobe Photoshop
- Published: January 10, 2018 | 232 views, 2 appreciations
- Behance: [View all images & project](#)

X. Zafyro — Mobile App Design

High-fidelity mockup for a mobile app: "Create your plan service & pay only for the SIM." Zafyro was a mobile-first service concept allowing users to customize their phone plan and pay only for SIM activation. The design explored a streamlined, user-friendly approach to telecom plan configuration.

- Role: UI/UX Design, Prototyping
- Tags: UI, UX, Mockup, Web Design, Prototype, Ideas, Mobile, Cellphone
- Tool: Adobe Photoshop
- Published: June 29, 2017 | 159 views, 6 appreciations
- Behance: [View all images & project](#)

XI. Responsabilidad Social — AT&T Mexico

Overview 2017

High-fidelity mockup for the "About AT&T" section of the Mexican site, focusing on Corporate Social Responsibility. Designed in-house by Dario, developed by GoAllin Agency, and accessibility-tested by both sides. The page showcased AT&T Mexico's social responsibility initiatives and corporate citizenship programs.

- Role: Design, Accessibility QA
- Tags: About AT&T, Mockup, Webdesign
- Tool: Adobe Photoshop
- Published: June 22, 2017 | 172 views, 1 appreciation
- Live: att.com.mx — Responsabilidad Social
- Behance: [View all images & project](#)

XII. Puede Esperar (It Can Wait) — AT&T Mexico

Overview 2017

Designed & developed the Mexican microsite for AT&T's "It Can Wait" campaign. This was the local adaptation of AT&T's global awareness campaign about the dangers of distracted driving. Dario handled both the design and development of the microsite, taking it from concept to a live production deployment on att.com.mx.

- Role: Design & Development (full end-to-end)
- Tags: AT&T, Web Design, Website Mockup
- Tool: Adobe Photoshop
- Published: June 23, 2017 | 101 views, 6 appreciations, 3 comments
- Live: att.com.mx/puede-esperar
- Behance: [View all images & project](#)

Social Network Links

All Profiles

PLATFORM	URL
LinkedIn	linkedin.com/in/data-espinosa
Behance	behance.net/darioespinosa
Twitter / X	twitter.com/DataEP

PLATFORM	URL
Facebook	facebook.com/datadaeon
Vimeo	vimeo.com/user4086045
Adobe Portfolio	dario-espinoza.myportfolio.com
Website	espinosadesign.com

Image Inventory & Download Guide

Per-Project Image Count

PROJECT	IMAGES	BEHANCE LINK
OolaLife.com	6	Open
AT&T Design System & AEM	11	Open
Porsche Taycan Landing	8	Open
AT&T Smartphones Catalog	Multiple	Open
YAIWA Smartphone	Multiple	Open
AT&T Mexico Redesign	Multiple	Open
AT&T News Microsite	Multiple	Open
Daily Chatbot MVP	Multiple	Open
Kasuva B2B Marketplace	2+	Open
Zafyro App	1+	Open
Responsabilidad Social	2	Open
Puede Esperar	1+	Open

How to Save

Behance images are JavaScript-rendered and cannot be embedded directly in this document. To save them for your Google Drive portfolio folder:

- Click each "Open" link above to go to the Behance project page
- Right-click each project image → "Save Image As" to a local folder named after the project
- Upload all saved folders to your Google Drive portfolio directory
- This document can be saved as PDF (Cmd+P → Save as PDF) and added to the same Drive folder

