

Diego Marín

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Medellín – Antioquia – Colombia

FRONTEND DEVELOPER & UX/UI DESIGNER

UX/UI Designer and Frontend Developer with experience in designing and developing user-centered digital interfaces aligned with business goals. I integrate design, usability, and development logic to create clear, functional, and scalable products.

I have contributed to web platform and application redesigns, collaborating with cross-functional teams and ensuring proper design implementation. I focus on experience quality, visual consistency, and the impact on user conversion and retention.

TRAINING & SKILLS

TECHNICAL SKILLS

Design and Prototyping: Figma, Adobe Photoshop, Adobe Illustrator, Optimal Workshop, Whimsical, Justinmind, and Balsamiq

Project Management: Trello

Text Editor: VSC (Visual Studio Code)

Version Control: Git, Github foundations, Github Actions

Frontend Development: HTML5, CSS3, SASS, Bootstrap, Javascript, and React

Backend Development: Ruby, and Ruby on Rails

Data Base: Postgresql, and Firebase

SOFT SKILLS

Effective Communication: Clearly express ideas and collaborate with teams.

Problem-Solving: Identify problems and find solutions quickly.

Critical Thinking: Analyze information and make informed decisions.

Attention to Detail: Ensure accuracy and quality in work.

Ability to Learn: Quickly learn new technologies and methodologies.

PROFESSIONAL EXPERIENCE

UX/UI Designer & Frontend Developer – Freelancer / Medellín, Colombia

2023 / Present

(Participation in development ecosystems such as No Country and COCREVA)

✓ Designed and developed user-centered web interfaces and applications, prioritizing clarity, accessibility, and intuitive navigation.

✓ Applied UX/UI design methodologies to eliminate friction points in user flows, enhancing the digital experience through user validation and stakeholder feedback.

✓ Managed the design-to-code handoff within agile environments, ensuring seamless communication between teams and timely delivery of functional solutions.

✓ Collaborated on the technical implementation of interfaces, ensuring visual fidelity and reducing the need for re-work during late-stage development.

Programs Used: Figma, Visual Studio Code, HTML5, CSS3, SASS, Bootstrap, React, Javascript, Git, Github, Firebase, Vercel, Netlify

Digital Marketing Specialist - Self-employment / Medellín, Colombia

2018 / 2023

✓ Executed digital strategies and content optimization to boost brand visibility and conversion rates for independent clients.

✓ Analyzed user behavior and digital structures to enhance navigation experience and user engagement.

Programs Used: Google Analytics, Hotjar, Canva, and Excel

Maintenance worker / Maxi Maid Service - Kelowna, BC, Canada **2012 / 2018**

- ✓ Developed strong soft skills in effective communication, task management, and collaboration within multicultural teams, ensuring quality standards.
- ✓ Demonstrated high adaptability and problem-solving abilities while working in diverse and fast-paced international environments.

Logistics and Distribution Assistant / COINSI SAS - Medellin, Colombia **2011 / 2012**

- ✓ Coordinated logistics operations and inventory management, optimizing operational processes and departmental communication.
- ✓ Ensured high customer service standards by meeting key performance indicators (KPIs) and improving supply chain efficiency.

Programs Used: Excel and G&G software

EDUCATION

React Frontend Developer / Coderhouse. Buenos Aires, Argentina **2024**

UX/UI Developer / Buenos Aires, Argentina **2023**

Fullstack Web Developer / Le Wagon. Buenos Aires, Argentina **2022**

Frontend Web Developer / IME, Medellín, Colombia **2021**

ESL (English Second Language) / Okanagan College. Kelowna, BC, Canadá **2014**

Business Administration School / EAN University. Medellín, Colombia **2006**

Marketing Graduate / Esumer University. Medellín, Colombia **2004**

ACHIEVEMENTS

- ✓ While studying at Coderhouse, I consistently ranked in the top 10 in various courses, including: JavaScript, React, UX/UI Design, and Adobe Photoshop -Illustrator. I earned several benefits, such as: A freelance opportunity with COCREVA, Discounts on additional courses, Extra training sessions, and the opportunity to showcase my projects on their official page

- ✓ Le Wagon Awarded a scholarship for the Web Development Bootcamp
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LANGUAGES

Spanish – Native

English - B2

French - B1

PORTFOLIOS & REPOSITORIES

✓ Github Repository <https://github.com/DIGORACCOON4279>

✓ Behance Repository <https://www.behance.net/diegomarin21>

✓ Web Portfolio Developer <https://portfolioraccoon.netlify.app/>

✓ UX/UI Designer Portfolio <https://design-portfolio-smoky.vercel.app/>