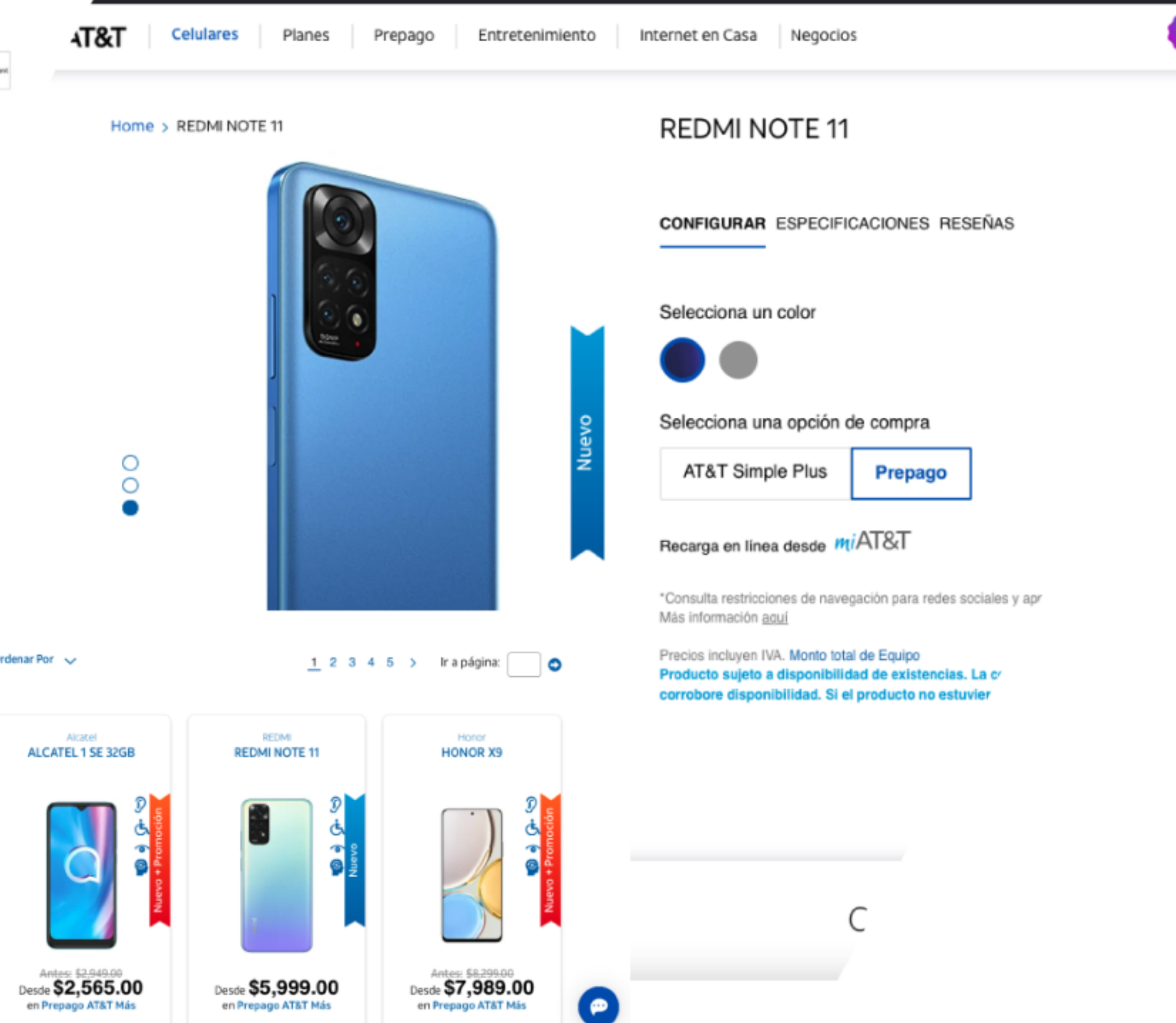
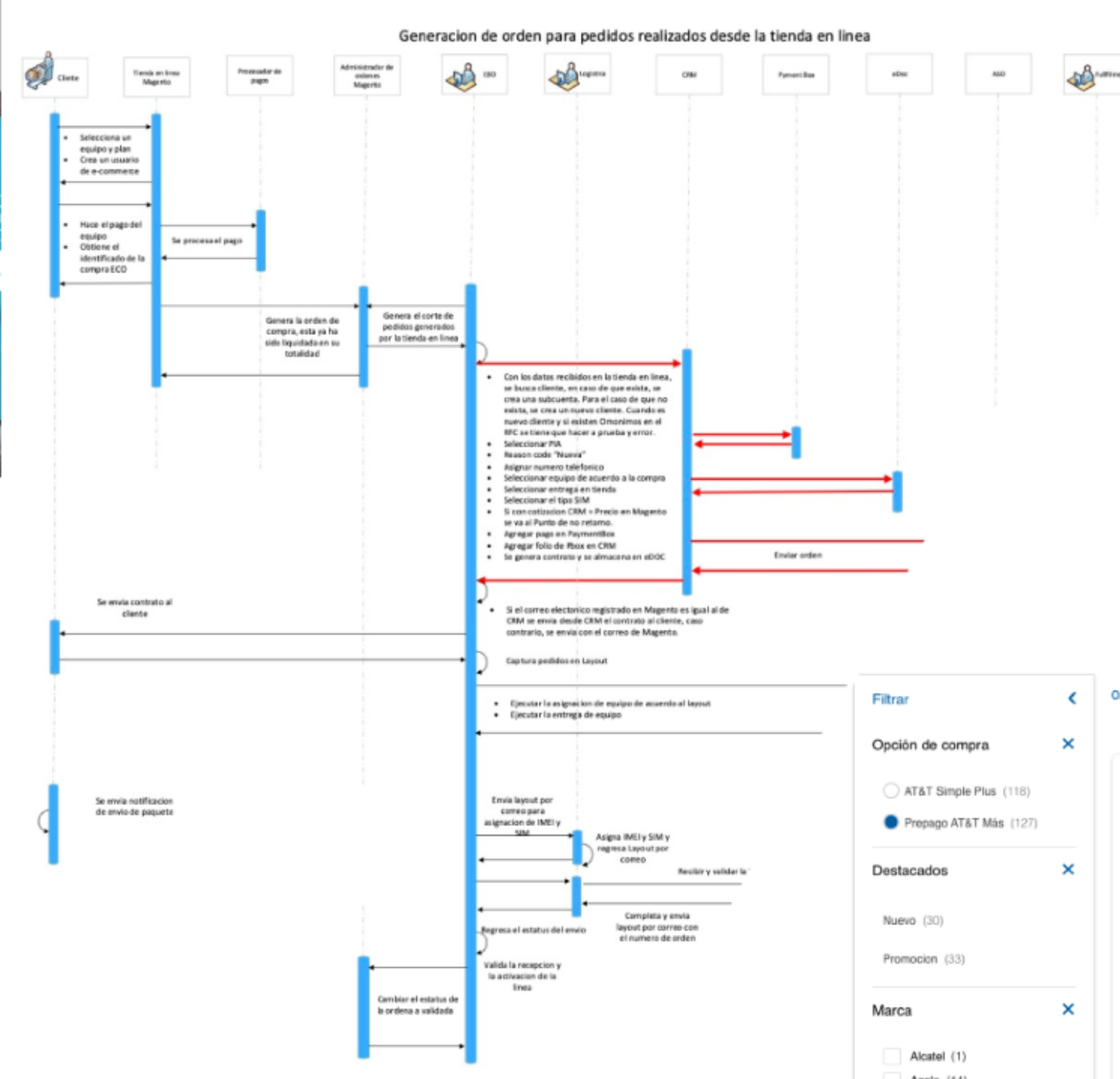
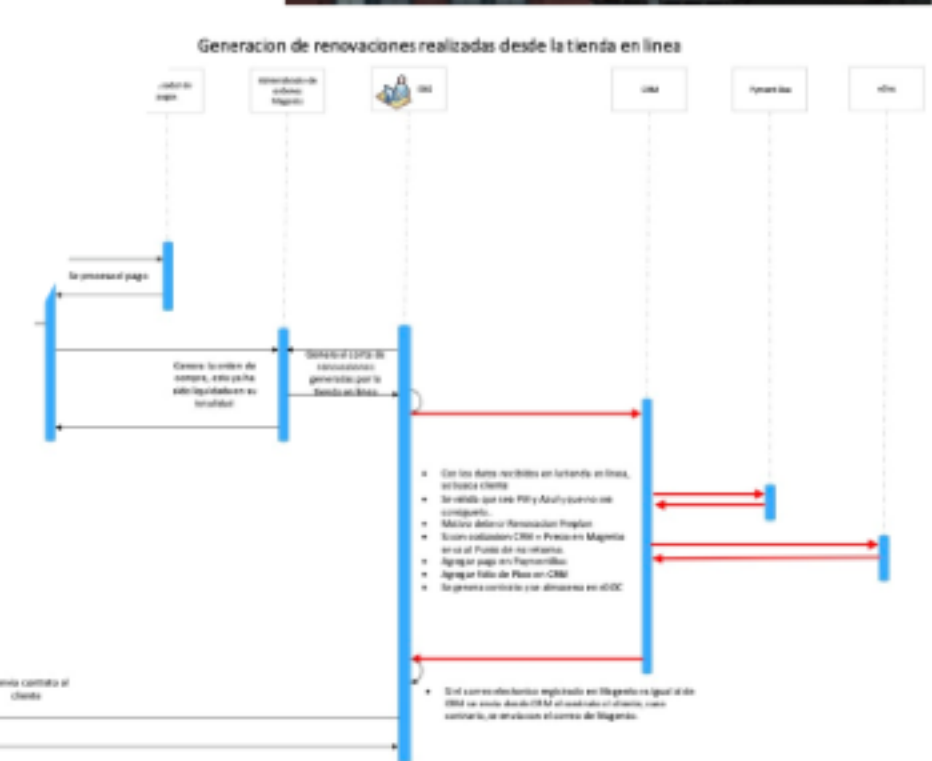


We created everything with Adobe to deploy an AEM environment for AT&T MX.

- UI design of Components, Interaction, Usability testings, and Utility customer pulse, some CQ coding, and Accessibility Audits to deliver a direct positive ROI to the company and avoid CHURN.
- Also, the creation of structural or modular templates that supported the specific sections to drag and drop particular components
- Plus the documentation rules, User stories defining functionality inside a Mayor component like Hero sliders, comparison tables, sorting activities, multistep forms

Project Type

AEM COMPONENTS USING ATOMIC DESING



Project Type

ECOMMERCE AND THE NEW ONLINE SALES OPERATION

Created on Magento one and then updated to Magento two, the AT&T E-commerce was born from merging Nextel with Iusacell, both old telecommunication brands united by AT&T and the growing necessity to enter online selling; AT&T was the first telecommunication e-store.

In charge of Frontend Development, Customer Experience and Service Design, Stock management, eCommerce KPI strategy, Delivery, and any improvement from customer reports or internal operations for post and pre-sale.