EXPERIENCE

WEB DESIGNER COORDINATOR TO WEB AND ECOMMERCE MANAGER

AT&T Jan 2015 - Nov 2020

- Owner of AT&T México website and the eCommerce channel
- Lead multidisciplinary teams and Agencies to Merge multiple web technologies into one
- Ideation Workshops and Value definitions
- Content Strategy, SEO, SEM, Mailing, cross-platform strategy
- Research, Problem definition, and road mapping
- CMS or any framework Backend definition, and Frontend Development
- Adobe Experience Manager assets creation flows, development, and content management
- Design of Systems and Sales, Pre and Post Processes
- Accessibility Audit and fixes for All the Mexico Digital properties,
- Information Architecture, Creation of user flows, wireframes, and prototyping
- Interaction Design, Service Design, Data Based Design
- Visual Design and Digital or RRSS adaptations
- Design Systems and UI kits creation
- Scrum and Agile Methodologies

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EXPERIENCE

CO-FOUNDER AND DESIGN DIRECTOR

Kasuva Jan 2017 - Aug 2018

• Frontend Design and Development for a B2B Magento Marketplace

• Digital Marketing, Branding, Publicity, Service Design

• Content Strategy and SEO

WEB/WAP DEVELOPER

nextel jan 2013 - Jan 2015

• Website Content Strategy, SEO, UI Design or Redesign, Content Architecture

• Emailing Design and in charge of Newsletter Campaigns

• Frontend, Jquery, HTML, CSS adaptations for CMS

• Help in the Adobe CQ5's first implemented website in Mexico

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