

Juan Camilo Caro Rodriguez

With 5 + years of experience in the Design Industry, My experience spans from positioning brands towards a stronger identity, creating genuine modern websites and developing applications that deliver tangible value to clients.

WORK EXPERIENCE

Mastertouch — Web & UX Designer

JUNE 2022 - PRESENT

- Implemented and enforced brand guidelines across all product interfaces, ensuring consistent graphic standards and enhancing brand recognition throughout the customer journey.
- Designed and developed website with optimized load times, improving site speed by 70% and ensuring superior performance on all devices.
- Implemented SEO best practices within the design to enhance organic search rankings and visibility.
- Conducted user research and usability testing, leading to improved website navigation and functionality.
- Implemented responsive design practices, optimised website for mobile devices and increased mobile traffic by 85%.

DataTorque — Software Engineer Intern

NOV 2021 - MARCH 2022 (Internship)

- Improved code quality by conducting thorough peer reviews, resulting in a reduction of bugs by 20% and ensuring that all code was ready for testing.
- Implemented effective troubleshooting techniques to address software issues, resulting in a 15% decrease in customer complaints and improved user experience.
- Utilized advanced SQL queries to analyze and optimize the performance of our revenue management system, resulting in a 15% increase in efficiency.
- Developed and executed comprehensive UI and integration test plans using C# and JavaScript, resulting in a 20% reduction in software bugs.
- Integrated plugins in micro front-end apps using React, resulting in a 30% decrease in load time for web pages.

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Portfolio: codewithjuan.com

Wellington, New Zealand

NZ Resident

SKILLS

Product Design, Front-End Development, UX Research, User Experience, Social Media Management, SEO Positioning, Marketing, DNS management, Version Control Git, SQL JSON, NodeJS, HTML5, CSS3, React. jQuery, JavaScript ES6.

TOOLS

Webflow, Figma, InDesign, Photoshop, Illustrator, Slack, Teams, Trello.

EDUCATION

Udemy / Web Design

Jan 2025

Certificate

ZTM / Web Development

July 2023

Certificate

Yoobee / UX Design

July 2020 - July 2021

Diploma

Yoobee / Graphic Design

July 2019 - July 2020

Diploma

LANGUAGES

English - Fluent

Spanish - Native

Portuguese - Intermediate