

Valeria Sánchez Díaz

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Professional Summary

Artistic Web Designer with 5 years of experience in designing modern and engaging websites. Specializes in creating visual content using tools such as Sketch, Adobe XD, and CSS animations. Passionate about combining aesthetics with functionality to deliver user-friendly web experiences that align with business objectives.

Professional Experience

Lead Web Designer

Creative Web Solutions, Querétaro

May 2019 - Present

Directed a team of designers in the conceptualization and implementation of 40+ website projects, significantly boosting client satisfaction and retention rates.

Spearheaded the redesign of key e-commerce platforms, resulting in a 50% increase in user engagement and a 30% increase in sales.

Initiated and implemented a responsive design standard that has been adopted company-wide, enhancing website accessibility on mobile devices.

Web Designer

Innovate Design Studio, Querétaro

August 2015 - April 2019

Created visually compelling designs for websites and digital marketing campaigns, improving client brand visibility and online presence.

Collaborated with UX teams to refine website layouts, optimize user flows, and ensure a seamless interface experience across all platforms.

Utilized CSS and JavaScript to enhance site interactivity, including the integration of multimedia content like videos and animations.

Education

Bachelor of Arts in Graphic Design

Tecnológico de Monterrey

2011 - 2015

Certifications

Advanced Web Design Certification

Certified Sketch Professional

Technical Skills

Expert in design tools including Sketch, Adobe XD, and Photoshop

Proficient in HTML5, CSS3, and JavaScript for dynamic styling and interactivity

Strong understanding of user interface (UI) and user experience (UX) design principles

Experienced with responsive and adaptive design techniques

Knowledgeable in SEO best practices to enhance web visibility

Languages

Spanish (Native)

English (Fluent)