

Sofía Guerrero López

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Professional Summary

Creative and detail-oriented Web Designer with over 6 years of experience in designing engaging, user-friendly websites and digital graphics. Proficient in Adobe Creative Suite, Sketch, and HTML/CSS. Skilled in conceptualizing and implementing innovative design solutions that enhance user experience and drive business success.

Professional Experience

Senior Web Designer

InnovaWeb Solutions, Monterrey

April 2017 - Present

Led a team of designers in creating aesthetic and responsive website designs, which increased client satisfaction rates by 30%.

Managed end-to-end design projects, from conceptualization to deployment, for over 50 websites, including e-commerce platforms.

Conducted usability testing and incorporated user feedback to refine designs, enhancing website functionality and accessibility.

Web Designer

Creative Media, Monterrey

June 2014 - March 2017

Developed custom graphics and layouts for clients' websites, social media profiles, and online advertisements.

Collaborated with web developers to ensure the feasibility of visual concepts and maintain the integrity of design elements across various devices.

Enhanced website SEO by optimizing graphic elements and site structure, leading to a 25% increase in web traffic for several clients.

Education

Bachelor of Arts in Graphic Design

Universidad de Monterrey

2010 - 2014

Certifications

Adobe Certified Expert (ACE)

Certified Web Professional - Web Designer

Technical Skills

Expertise in graphic design tools including Adobe Photoshop, Illustrator, and InDesign

Proficient in web development languages such as HTML5, CSS3, and JavaScript

Skilled in responsive design techniques and understanding of user experience (UX) principles

Experience with content management systems (CMS) like WordPress and Joomla

Strong understanding of SEO best practices and web analytics

Languages

Spanish (Native)

English (Fluent)