

Tomas Vargas

(954)-881-4743

Vargas.tomas94@gmail.com

CURRENT ADDRESS:

1535 SW 13th St
Miami FL, 33145

OBJECTIVE:

Highly passionate Web Development graduate looking to gain a position in the UX/UI - Front-End field. Proficient at creating designs and developments that offer users attractive design options, excellent at transforming user-submitted data into design drafts that enhance website performance.

EDUCATION:

Full Sail University, Orlando, Florida
B.S. Web Design & Development
Graduated: September 2021

RELEVANT COURSES:

- Programming Web Applications
- Database Structures
- Design Web Standards I & II
- Methods of Design
- Applied Design Interfaces
- Emerging Interface Design
- Interfaces & Usability
- Visual Frameworks

EXPERIENCE:

VZ Merchant, Miami, FL *E-commerce & Logistics Consultant* Oct 2019 – Currently

- Assisted Latin World Entertainment, DFASS with E-commerce strategies to launch products globally
- Enhanced product sales by establishing sales platforms to increase product exposure
- Applied knowledge in search engine optimization, social media marketing, branding and logistics

ItsWorthMore, Orlando, FL *E-commerce Specialist – UX/UI Designer* Oct 2019 – Jan 2021

- Collaborated directly with the in-house developer to redesign mobile and web interfaces to improve user experience
- Conducted weekly product research to ensure competitive pricing against other suppliers
- Performed frequent Front-end updates to product inventory catalog to maintain professional content development
- Directed & designed video and email marketing campaigns to reach out to new customers
- Developed and audited a quality control procedure that reduced frauds in returns by 90%

The Orlando Mint, Orlando, FL *Head of Operations - E-commerce eBay* Dec 2017 – Dec 2018

- Managed over two million dollars in inventory of assorted bullion, both silver & gold
- Developed an inventory quality control procedure which cut returns by 80%
- Retained an eBay Top-rated seller status with a 99.8% positive feedback based on over five thousand reviews
- Implemented a new design and photography process for each item which reduced image defects

PROJECTS:

Applied Design Tools & Interfaces *Project Lead – Product Design System*

- Performed user testing to improve our product showcase leading to a higher conversion rate
- Increased efficiency using in-house testing to build a F.A.Q. section that reduced incoming calls to customer support
- Implemented an interface design system that allowed all High-Fidelity wireframes to be updated using team feedback

Marketing Campaigns *Project Lead – ItsWorthMore Marketing*

- Identified marketplace trends, tools and technologies to drive online acquisition, and improve conversions
- Exceptional project management skills working across multiple groups on tight deadlines
- Solid data skills, able to design and evaluate reporting to form conclusions and guide decision making

ACTIVITIES/AWARDS:

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|----------------------------|-----------|--------------------|
| • Breakpoints Coding Club | Member | Apr 2019 – Present |
| • Second Harvest Food Bank | Volunteer | Feb 2019 – Present |

TECHNICAL / NON-TECHNICAL SKILLS:

- Adobe Creative Suite – Photoshop, Adobe Illustrator, Adobe XD, Figma
- Visual Studio Code, Git, GitHub, Slack
- HTML, CSS, JavaScript, React, NodeJS
- Bilingual – Fluent written and orally in conversational and technical English and Spanish