

CARLA PEREZ

UX / VISUAL DESIGNER

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{CONTACT ME}

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{EMPLOYMENT}

2013 · Now

CENTRAL PARK CONSERVANCY · WEB COORDINATOR / New York, US

- Develop Wireframes for User Interface in Responsive Design for various devices.
- Define A/B testings and best practices in Usability.
- Contribute actively to Information Architecture for the CPC Web redesign.
- Improve & Optimize visual content of CMS according to the brand guidelines.
- Implemented Google Analytics, creating a large impact in Marketing Strategies.
- Led the UX Redesign of Central Park Conservancy Website & Mobile.
- Managed eCommerce content, outline new visual strategies on a monthly basis producing a 14% gain and increase in online traffic.

2011 · 2012

MANGO · WEB PROJECT MANAGER / Barcelona, Spain

- Improved significantly the processes for structuring content, also introducing new IA & UX methods.
- Collaborated on usability testing in mobile platforms, such as smartphones and tablets for MANGO app, reducing visibly the incidences pre-launch.
- Launched successful online campaign for Kate Moss - Summer 2012 in over 107 countries worldwide.
- Contributed creative design to the Kate Moss Promo Commercial in Summer, 2012.
- Conducted, along with the e-Business team, weekly releases of visual content for the homepage.
- Monitored a large team of programmers, designers and photographers.

2009 · 2011

GARMIN · WEB DESIGN MANAGER / Barcelona, Spain

- Developed, managed and led the corporate website, improving visual design and optimizing web content.
- Designed a Graphic User Interface for a limited edition of a GPS distributed nationally.
- Introduced an advanced study on IA & UX and implemented new processes to improve usability.
- Managed and planned art direction for online and offline campaigns for the Marketing Department.
- Administered the Web budget of €154k. Reduced cost by 20% the annual expenses upon successful negotiation with external vendors.

2005 · 2009

PERFECT WIDE · SENIOR GRAPHIC DESIGNER / Castellón, Spain

- Designed and implemented customized templates for the company CMS amounting to 10 projects per week. This primarily focused on the national and international level.
- Led a Design team of three, and drove successful execution of web projects.
- Implemented visual guidelines for external communication B2C; such as newsletters, promotional microsites, and marketing collateral.

{EDUCATION}

2006-2008 BA Graphic Design, Speciality Art Direction & Multimedia
CEADE LEONARDO University - Sevilla, Spain.

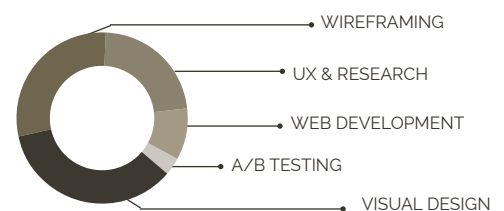
2004-2005 BA Graphic Design - Superior School of Art - Castellón, Spain.

2002-2004 AA Graphic Design - School of Art of Sevilla - Sevilla, Spain.

{PROFESSIONAL SKILLS}

	AVERAGE	GOOD	SKILLED
USER-CENTERED DESIGN	●	●	●
WIREFRAMING	●	●	●
A/B TESTING	●	●	●
INFORMATION ARCHITECTURE	●	●	●
BALSAMIQ	●	●	●
SKETCHING	●	●	●
TYPOGRAPHY	●	●	●
VISUAL DESIGN	●	●	●
PHOTOSHOP	●	●	●
ILLUSTRATOR	●	●	●
CMS	●	●	●
HTML	●	●	●
CSS	●	●	●

{TYPES OF PROJECTS}



{PROFESSIONAL HIGHLIGHTS}

- Experience conceptualizing and designing visual projects; websites, infographics, presentations, and newsletters.
- Experience developing and executing a wide range of digital strategies; social media, e-Mailing strategies and e-Commerce.
- Worked closely with design & communication agencies to develop web design projects.
- Experience using issue trackers, e.g. JIRA.
- Extensive experience in large corporations of various industries has proven that I can work in a complex, fast-paced environment without sacrificing the quality of the projects.
- Passion for design, emerging technologies and the latest digital trends.

{LANGUAGES}

Spanish Native.

English Professional working proficiency.

French Elementary proficiency.