Experience

Product Designer
Hakuna Foundation
Nov '23 - present

- Created design concepts for the company's brand, translating brand values and messaging into visually compelling assets for social media and concert ads.

Front-End Developer
DaCodes
Dec '20 - Sep '23

- Directed company website operations and design, refining user experience and functionality.
- Implemented an AI-driven chatbot to improve customer engagement.

Front-End Developer
Eccho Agency
Jan '19 - Dec '20

- Developed multimedia content for over 10 brands, significantly enhancing visibility and engagement.
- Led web development projects, creating user-friendly e-commerce platforms.

Marketing Intern
LaBrand Agency
Aug '18 - Dec'18

- Conducted market research and analysis to identify target audiences & market trends.
- Optimized SEO and SEM strategies, resulting in a 30% increase in organic traffic.

Attractions Intern
Walt Disney Co.
May '18 - Aug '18

- Demonstrated strong guest service skills, embodying Disney's Four Keys: Safety, Courtesy, Show, and Efficiency, to ensure an exceptional experience for visitors.

Education

Bachelor's in Communications
Universidad Anahuac
Aug '15 - May '19

Certifications

Front End Development
SheCodes

Project Management
PMI

Google Analytics
Google

Skills

Software:
Figma, Illustrator, Photoshop, After Effects, Notion, Jira.

Development:
ReactJS, JavaScript, HTML/CSS, JQuery, VS Code, Git, PHP, Bootstrap, AWS, Wordpress.

Skills:
Web Design, Motion Graphics, Hubspot, UI/UX, SEO & SEM, A/B Testing, CRM Management, Wireframing, Mailing Campaigns.

Languages:
English
Spanish
Italian (Intermediate)