

DAVID ARIAS GONZALEZ

I ❤️ connecting people with technology in the most intuitive and beautiful way possible.
LET'S CREATE THE FUTURE TOGETHER!



Remote opportunities



On-site work in Medellín

Skills

PROFICIENT



UX/UI, HTML, CSS, Digital Marketing, Illustrator, English.

GOOD



Photoshop, Figma, After Effects, Excel, WordPress.

BASIC



JavaScript, PHP, Linux, Git, Moodle Development.



5+ years
of experience


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JOBS

Full-Stack Developer, freelance

BambuCo Colectivo

Jul. 2022 - Jul. 2023

Remote, CO

- ▶ Developed three user-centric interfaces for the 'Ludifica' Moodle plugin, **boosting student engagement for UdeM virtual with 37,325 users, 4,936 courses, and 292,992 activities**, by creating gamified experiences.
- ▶ Spearheaded the design and integration of the 'ChatIA' chatbot, **facilitating resource accessibility for 20+ Colombian companies**, by optimizing front-end user interaction and response flow from Moodle platforms.
- ▶ Innovated a badge delivery feature for 'Ludifica' and devised custom solutions for Moodle plugins, **enhancing the user experience and course dynamics**, by integrating feedback-driven functionalities.

UX/UI Designer | Developer, full-time

Confiar Cooperativa Financiera

Jun. 2018 - Jun. 2022

Medellín, CO

- ▶ Crafted 30+ intuitive interfaces using HTML and CSS, **benefitting over 800 employees with efficient workflows**, by emphasizing accessibility and navigability.
- ▶ Elevated content presentation through H5P, SCORM, HTML, CSS, and JavaScript, **increasing staff engagement and content consumption**, based on user feedback and innovative content delivery methods.
- ▶ Championed the graphic design and digital marketing strategies, **amplifying campaigns reach across 50+ agencies in Colombia**, by leveraging target-driven campaigns and visual storytelling.
- ▶ Communicated intricate cooperative internal processes to **over 800 employees**, enhancing transparency and operational clarity.
- ▶ Produced video tutorials on various processes and applications, **reducing user errors and enhancing application utility**, by offering step-by-step visual guides.
- ▶ Automated the quarterly knowledge management report, **streamlining data analysis and presentation**.

VOLUNTEERING

Creative Leader

Google DSC at EAFIT

Apr. 2021 - Oct. 2021

- ▶ Mentored a team of 7 students leading to the **successful front-end deployment of 'Career Recommendation'**, a Microsoft Hackathon Colombia 2021 winner, by fostering collaboration and technical guidance.
- ▶ Composed the promotional video for 'Career Recommendation', **enhancing project visibility and engagement**, through compelling visual storytelling.
- ▶ Pioneered the digital marketing strategy for the student club, boosting outreach and member participation, by leveraging data-driven campaigns and innovative digital channels.
- ▶ Contributed to the 'AnimelA' project by **assisting in the front-end development**, ensuring a seamless user experience and optimal visual presentation.
- ▶ Designed the user interfaces for the 'Placy' app, **optimizing user engagement and functionality**, through feedback-driven design iterations.

EDUCATION

Multimedia production

Servicio Nacional de Aprendizaje (SENA)

Dec. 2016 - Dec. 2018

Cumulative GPA: 4.5/5.0

Relevant Coursework: Graphic design, HTML, CSS, Responsive design, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere, Maya Autodesk, Construct 2.

Associate's degree in multimedia design

Educational Institution Maestro Fernando Botero

Dec. 2014 - Dec. 2016

Relevant Coursework: Graphic design, HTML, CSS, Adobe Illustrator, Adobe Photoshop, Adobe Premiere.