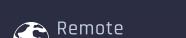
# DAVID ARIAS GONZÁLEZ

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



opportunities



## Skills

QQQ

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

**GOOD** Photoshop, Figma, After Effects, Excel, WordPress.

BASIC JavaScript, PHP, Linux, Git, Moodle Development.









Remote, CO

Medellín, CO

linkedin.com/in/dargo99



VOLUNTEERING

#### JOBS Full-Stack Developer, freelance

#### BambuCo Colectivo

Jul. 2022 - Jul. 2023

- ▶ 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.

#### Web Designer, full-time

#### Confiar Cooperativa Financiera

Jun. 2018 - Jun. 2022

- ▶ 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** campaings 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 quides.
- ▶ Automated the quarterly knowledge management report, **streamlining data** analysis and presentation.

#### **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 diaital 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.

### **Multimedia** production

# EDUCATION

#### 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.