



Eduardo Orozco Coba

Data-informed UX / UI designer with marketing roots

Portfolio: edz.io | Cel: +573003088722 | Mail: eorozcoc@gmail.com

EXPERIENCE

LaCucaracha, Lead Designer (co-founder)

Canada (remote) Apr 2016 - on going

- Pushed an organization scheme for production speeding up development
- Designed and coded the entire visual style of the platform
- Hunted for and corrected several bugs

Keepcon, UX Designer Keepcon.com

Argentina | Aug 2015 - Nov 2016

- Redesigned the entire website boosting monthly traffic 300% in only one month after launching [see case](#)
- Redesigned their 2nd round investment pitch deck with which they raised multi-million funding from American VCs (Sep. 2016)
- Teamed up with the highly talented front and back-end devs to improve the usability of the platform based on my qualitative and quantitative research

Hoojobs, Lead Generation & UX Designer

Argentina | Jul 2014 - Aug 2015

- Boosted conversion rates through A/B tests of landing pages and email campaigns
- Drafted user flows to identify and address pain points in the conversion funnel
- Created personas out qualitative and quantitative user research that improved the overarching marketing strategy

SIDE PROJECTS

Blanka.design, Web & UX Designer (co-founder)

Colombia | Jan 2017 - on going

Cuquote Android App, UX Designer

Argentina | Apr 2015 - Nov 2015

Taturo Design Agency, Chief Marketing Officer (co-founder)

Argentina | Feb 2013 - Sep 2014

EDUCATION

Master in Design

Universidad de Palermo
2014

Bachelor in Business & Marketing

Universidad del Norte
2012

LANGUAGES

Spanish (native)
English C2
French C2
Portuguese C1
Italian & German B1

INTERESTS

Technology, music, science-fiction, internet of things, entrepreneurship, languages and education.

PUBLICATIONS & TALKS

Escritos de la Facultad

<https://goo.gl/nxw2XP>

May 2015

V Congreso Latinoamericano Diseño

<https://goo.gl/oalBX6>

July 29th 2014