



# Eduardo Orozco

## UX Designer

*Data-driven designer with marketing roots. A well defined problem is half solved.*

### EXPERIENCE

#### **Keepcon, UX Designer — Buenos Aires, AR**

Aug 2015 - Nov 2016

Re built the entire website from scratch (Keepcon.com)  
Improved the GUI of several tools  
Collaborated in improving the usability of many features in the platform  
Qualitative and quantitative user research

#### **Hoojobs, Lead Generation & UX Design — Buenos Aires, AR**

Jul 2014 - Aug 2015

Data driven design  
A/B testing of landing pages and email campaigns  
Drafted user flows to identify pain points in the conversion funnel  
Qualitative and quantitative user research

#### **LaCucaracha.org, Lead Designer — Montréal, CA**

Apr 2016 - on going

Designed and coded the entire visual style of the platform  
Helped guide the outsourced development team  
Conducted testing and debugging

### EDUCATION

#### **Universidad de Palermo, Buenos Aires, AR — Master in Design**

Aug 2012 - Dec 2014

#### **Universidad del Norte, Barranquilla, CO — Bachelor in Business**

Aug 2006 - Feb 2012

### PROJECTS

#### **Cuquote App, UX Designer — Buenos Aires, AR**

Apr 2015 - Nov 2015

Help defined the user flow  
Build mockups for testing

### CONTACT INFO

My website: [Edz.io](http://Edz.io)  
Skype: eorozcoc  
(+57) 300 308 9722  
[eorozcoc@gmail.com](mailto:eorozcoc@gmail.com)

### SKILLS

Data-driven Design  
A/B Testing  
Qualitative & Quantitative User Research  
HTML/CSS  
Personas Drafting  
Low to High Fidelity Prototyping

### TOOLS

Sketch, Figma, Sublime Text,  
Framer, Flinto, Photoshop,  
Illustrator, Omnigraffle, Slack,  
Trello, Sass.

### LANGUAGES

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

### INTERESTS

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