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, Master in Design — *Buenos Aires, AR*

Aug 2012 - Dec 2014

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

Aug 2006 - Fev 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
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(+57) 300 308 9722
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.