JOSÉ LUIS GUTIÉRREZ GONZÁLEZ

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PROFILE

Designer and aspiring frontend developer driven to excel in this profession. Proficient in design software such as Adobe CC, Figma and web tools. Also in web development tools and technologies like Webflow, Framer, HTML and CSS. I have contributed to a diverse range of projects and keep improving my abilities through research and work.

With an extense background, starting in customer care and sales, moving to translation and then launching a local food business. I have demonstrated and learnt significant abilities through my career. Such as project management, sales, customer satisfaction and effective communication. My goal is to combine technical expertise with a creative approach to craft unique, professional user centered web solutions.

EXPERIENCE

Freelance Visual Designer | 2023-present

Gonzz. *Art*

- Leading the graphic design, printed and digital materials, user interface and branding for different projects. Succesfully integrating the design elements and assets to create design systems and brand guildelines for retail, e-commerce, entrepreneurs and product business.

- Created online and offline experiences tailored to each customer preferences and needs. Offering solutions to the percieved and real problems for each brand.

- Collaborated with other developers and specialists to create honest, functional experiences.

Tools: Illustrator | Photoshop | Figma | Framer | HTML | CSS

Operations Manager - Social Media & Design | 2020-2023

YOROKOBI SUSHI EXPRESS

- Team recruitment, training and management. I've created digital and printed materials explaining each process thoroughly and helped each team member improve their proficiency.

- Ensured a smooth sales process, customer satiscaction and resolved disputes. Both in person and through social media.

- Created content and merchandising that captivated the target audience and resulted in organic promotion.

Tools: Illustrator | Photoshop | Figma | Framer | Wordpress | Social Media

KEY ABILITIES

Front-end: HTML, CSS, TailwindCSS, Astro.

Graphic & UI Design: Illustrator, Photoshop, Figma, Framer.

Languages
- Spanish - Native
- English - B1

Others: Google Drive, Office, Social Media, Notion, Wordpress, Webflow.