

# *Hector Osuna*

## Senior Graphic and Web Designer

[Website](#) | [LinkedIn](#) | [hosuna23@gmail.com](mailto:hosuna23@gmail.com) | [Instagram](#)

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### *Career Summary*

Experienced Senior Graphic and Web Designer with a proven 7-year track record in product design and UI across diverse platforms. Passionate about transforming visionary concepts into memorable customer experiences, I excel in the iterative design process and deliver elegant solutions through group critique. Equipped with creative problem-solving skills, effective communication abilities, and a commitment to visual precision. Adept at leading and collaborating effectively to drive the advancement of graphic and web design, creating outstanding interactions for customers.

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### *Skills and Strengths*

#### **Design Tools:**

Adobe Creative Suite (Illustrator, Photoshop, InDesign)  
InVision App | Figma | Sketch App | XD

#### **Web Technologies:**

HTML | CSS | JavaScript

#### **Content Management:**

WordPress

#### **Motion Design:**

After Effects | Premiere Pro

#### **Analytics:**

Google Analytics | HubSpot Certified | Mouse Flow

#### **Other Tools:**

Microsoft Office Suite (Word, PowerPoint, Excel)

Procreate | Canva

### *Professional Accomplishments*

- Enhanced online experiences through strategic use of Adobe Creative Cloud and Figma, resulting in a remarkable **25% increase** in landing page engagement. Specialized in digital marketing, encompassing email design, landing page optimization, and mobile campaigns across diverse channels.
- Maintained web brand guidelines meticulously using Figma and Adobe Creative Cloud, ensuring consistent brand presence across various digital platforms. Contributed mobile experience in designing for optimal performance on diverse devices.
- Led initiatives that achieved a notable **55% reduction** in bounce rates and a significant **10% increase** in user interactions and conversions. Applied B2B expertise to enhance overall digital strategy and engagement.
- Collaborated on developing a high-impact landing page using WordPress and Hubspot, pivotal in securing two new client accounts with projected revenue in the millions. Demonstrated proficiency in mobile campaigns and B2B strategies.
- Accomplished an impressive **80% reduction** in loading time for WordPress websites, showcasing a commitment to optimizing performance and user experience, especially in the mobile realm.

## *Work History*

### Senior Graphic Web Designer

Oct 2021-Aug 2023

[ADI Global Distribution](#) | A trusted industry leader for over 25 years, specializes in providing security and low-voltage distribution solutions to professionals. | Irving, Texas

- Utilizing Figma, Adobe Photoshop, and Illustrator, I consistently delivered engaging landing pages, graphics, icons, interactive elements, and mobile app designs, resulting in a 25% increase in landing page engagement.
- Translated digital marketing objectives into compelling web designs that align with brand guidelines for B2B products.
- Collaborated cross-functionally to maintain brand consistency across all platforms.
- Using Figma and Adobe Creative Cloud, I ensured responsive and accessible web designs, leading to a 55% reduction in bounce rates and a 15% increase in user satisfaction.
- Leveraged data-driven insights and usability testing to continuously enhance designs.
- Achieved a 10% increase in user interactions and conversions for both desktop and mobile users.

### Senior Marketing Specialist

Jan 2021-Oct 2021

[CareerStaff Unlimited](#) | A nationwide healthcare workforce solutions and managed services provider with 30+ years of experience in the healthcare. | Irving, Texas

- Using Adobe XD and Microsoft Word to co-developed a landing page for RFPs, contributing to two new client accounts.
- Managed UI/UX projects for B2B website redesign.
- Developed a content management system for business presentations.
- Improved maintenance of WordPress websites, reducing loading time by 80%.

### Graphic and Web Designer

Jun 2016- Jan 2021

[Working Solutions](#) | An on-demand business process outsourcer providing multichannel CX services, including customer service and sales support. | Dallas, Texas

- Conducted research leading to a 26% increase in website traffic.
- Architected compelling B2B and B2C website content, achieving an 87% increase in searchability.
- Assisted in implementing an effective inbound marketing strategy.
- Reduced loading time by 80% on WordPress websites.
- Acknowledged in the [REBRAND® 100 Global Awards](#).
- Implemented inbound sales strategies, resulting in an 87% increase in qualified business leads.
- Spearheaded a prospective-client email campaign, resulting in a 338% surge in organic traffic.

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## *Education*

The Art Institute of Dallas | Graphic and Web Design – 2013-2016

University of Texas at Dallas | Chemistry – 2006-2009

Institut Européen de Français | B2 Level Certification – 2012