KALEB JIMÉNEZ

UX/UI DESIGNER

PERSONAL INFORMATION

Gerardo Kaleb Jiménez Escobar, 35 Years, Single
Santa María de la Ribera, Nogal #154
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EDUCATION

Universidad Autónoma
de Guadalajara
2004 - 2008

- *BA in Graphic Design*
  April 2007 "Design Week" project "Fraccionamiento el Country". Third place
  in the multidisciplinary competition of the UAG Campus Tabasco.
  April 2008 "Design Week" project "Paradise Island".
  First place in the multidisciplinary competition of the UAG Campus Tabasco.

EXPERIENCE

Shopper Pos
Jan. 2018 - Present

- *Lead UX/UI Designer*
  Development of Costumer Journey, Competition Analysis, Interface Flows,
  Wireframes, Rapid Prototyping, Analysis of Statistics and Interface Design
  for the iOS Application and the Web Portal of Shopper Pos.

Grupo Martí
Sep. 2015 - Dec. 2017

- *UX/UI Designer, UI Developer*
  Coordination of the design and development of UI and UX for the store.
  Planning, execution and analysis of usability tests for the online store marti.mx)
  to improve the KPIs of the business.
  Monitoring and measurement of qualitative and quantitative site information to
  Interpret and make changes that promote a better performance of the store.
  Responsible for the administration of the promotional content of the online store
  through the use of the Oracle ATG, Endeca and BCC platform.

PSL México
Jan. 2015 - Jun. 2015

- *Front-End Web Developer*
  Planning and development of responsive (Bootstrap) single page
  application (AngularJs) for the Ministry of Labor and Social Security.
  Technologies used: AngularJs, HTML5, CSS3, Javascript, MomentJS, etc.

Planet Media México
Jan. 2014 - Dec. 2014

- *Front-End Web Developer*
  Planning, development and execution of front end projects for banking
  institutions and government agencies making responsive applications.
  Technologies used: AngularJs, HTML5, CSS3, Javascript, jQuery, Bootstrap, etc.

GM3s Software
Nov. 2011 - Dec. 2013

- *Front-End Web Developer, Web Designer, Online Marketer*
  Responsible for the maintenance and updating of the company's
  website and its blog (HTML., CSS, Javascript, Wordpress).
  Planning, development and execution of Email Marketing and SEO campaigns.

PROFESSIONAL RESUME

Knowledge / Skills

- Bilingual UX / UI Designer (Toefl Ibt 92/120).
  Knowledge of Digital Marketing (SEO, Email Marketing, Social Networks)
  Committed to continuous learning as a means to be competitive.
  Analytical and methodical, accustomed to working under best practices.
  Experience working with SCRUM.