Luis Enrique Martínez Padilla

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Looking for a remote work opportunity

RESUME OBJECTIVE

- **Designer** and **Marketer** with **10+ years** of **experience**; **expert** in **designing** and **developing high-impact websites** that **sell**.
- **Strong ability** to combine **UX/UI design fundamentals** with **copywriting frameworks**; **strategist** in **conceiving user-centered designs** and **translating demands** into **attractive user interfaces**.
- Recently **prepared user flows, wireframes, mockups** and **visual elements** for **4 new projects** with **major impact**.
- Broad experience **planning, creating** and **coding internet sites** and **web pages**; has increased by **150% the website leads** of clients, received **positive feedback** in **95%** on **projects** and **programmed 20+ Wordpress themes**.
- Skilled in **highlighting** the **information architecture** and **system design** of **products,** as well as in **programming interactive infographics** with **HTML, CSS** and **Javascript**.
- **Created** a **mobile application** to **sell organic products** and **worked** independently in **conceptualizing/programming websites**.
- **Team player** with an **innovative** and **creative vision**; **deep understanding** of **management** and **optimization** of **website analytics**.

WORK EXPERIENCE

proGroupX | *Email Marketing*   *Los Angeles, USA*
Web Designer   **SEP 2021- to date**
- **Designed email templates** for **10+ different brands**.
- **Develops websites** and **landing pages** in **WordPress** and **Next.js**.
- Prepared **user flows, wireframes, mockups** and **visual elements** for **4 new projects**.

Cómo se Llama | *Marketing and Advertising*   *Mexico City*
Account Manager and Web Designer   **JUN 2014- to date**
- **Designed engaging wireframes, information architecture,** and **sketches** according to the clients' objectives, achieving a **faster development**.
- **Created multiple websites (**approximately **10 new per year**); **led** and **coordinated** a **multidisciplinary team** to **increase** by **150%** the **website leads** of a **language school**.
- Managed **10+ simultaneous projects; led** a **team** of **4 people** in various projects.

Content TV- TV Azteca | *Mexican Multimedia Conglomerate*   *Mexico City*
Web Designer   **JAN 2013- OCT 2014**
- **Implemented** a **design system** that **cut** the **design process** from **5 to 2 days**.
- Prepared **mock-ups** and **storyboards** for **100%** of **digital projects; designed** the **dashboards** for **different KPI's** of **10 projects**.
- Managed and **optimized website analytics; redesigned** and implemented **SEO/PPC strategies**.

Tres y Tres | *Graphic Design Company*   *Mexico City*
Web and Graphic Designer   **FEB 2011- DEC 2013**
- **Conducted user research, user testing, A/B testing** and **rapid prototyping**; programmed **20 interactive infographics** with **HTML, CSS** and **Javascript**.
- Ensured **consistency** and **alignment** of **brand identity** to **corporate brand values** voice across all **design** and **copywriting deliverables**.

KEY SKILLS

Spanish | *Native*	Strong team player	Customer Service
English | *Proficient; C1*	Strategic vision	Innovation
French | *Conversational; B1*	Problem solving	Time management
Negotiation	Adaptability	Leadership
Multi-tasking	Critical thinking	Creativity

EDUCATION

Master's Degree | *Design*   **FEB 2009- DEC 2010**
UNSW. *University of New South Wales*   *Sydney, Australia*

Bachelor of Arts | *Communications*   **JAN 2004- DEC 2008**
Universidad Iberoamericana   *Mexico City*

FURTHER TRAINING

- *Certifications* | **Typography in UX/UI Design** • **Color Psychology for Designers** • **UI Components for Best Practices** • **CSS for Designers** • **Design Composition** • **Designing Wireframes** •**Designing for Accessibility** • **HTML for Designers** • **Intro to Design Terminology** • **Common Design Patterns** • **3D Design Foundations** • **Intro to UI Components** • **UX/UI Design Foundations** | *Uxcel* | **2021**
- *Certification* | **Codeable Certified Expert** | *Codeable* | **2021**
- *Certification* | **SEO Training** | *ClickMinded* | **2019**
- *Certifications* | **Google Analytics Mastery (2019)** • **Google Ads Mastery (2018)** | *Datadriven* | **2019**
- *Certifications* | **Google Ads Search Certification (2018)** • **Google Ads Video Certification (2018)** | *Google* | **2018**
- *Certification* | **Content Marketing Certification** | *HubSpot*| **2015**

TECHNICAL TOOLS

HTML • *Advanced* | **CSS** • *Advanced* | **FIGMA** • *Advanced* | **Affinity Suite** • *Advanced* | **Adobe Suite** • *Advanced* | **MS Office** • *Advanced* | **Javascript** • *Intermediate* | **Adobe XD** • *Advanced* | **Sketch** • *Advanced* | **Whimsical** • *Advanced* | **InVision** • *Intermediate* | **Zeplin** • *Intermediate* | **Principle** • *Intermediate*