

# Luis Martinez

Product Designer and Front-End Developer

I am Luis, a Product Designer and Front-End Developer with over ten years of experience helping small and medium businesses to plan, design, and develop their websites.

As a former business owner, I can differentiate between design decisions that move the needle and impact the bottom line and design decisions born from vanity.

My experience communicating with designers, developers, and clients translates into more streamlined projects.



### **WHAT I'M LOOKING FOR**

I am looking for a full-time remote or hybrid opportunity as a Product Designer at a small to mid-size design studio.

# My Skills & Experience

# As Product Designer & Front-End Developer, I'm skilled in 3 key areas:

## Product Strategy

I have a strong digital marketing background that helps connect business goals to user needs to make design decisions that benefit the brand's growth.

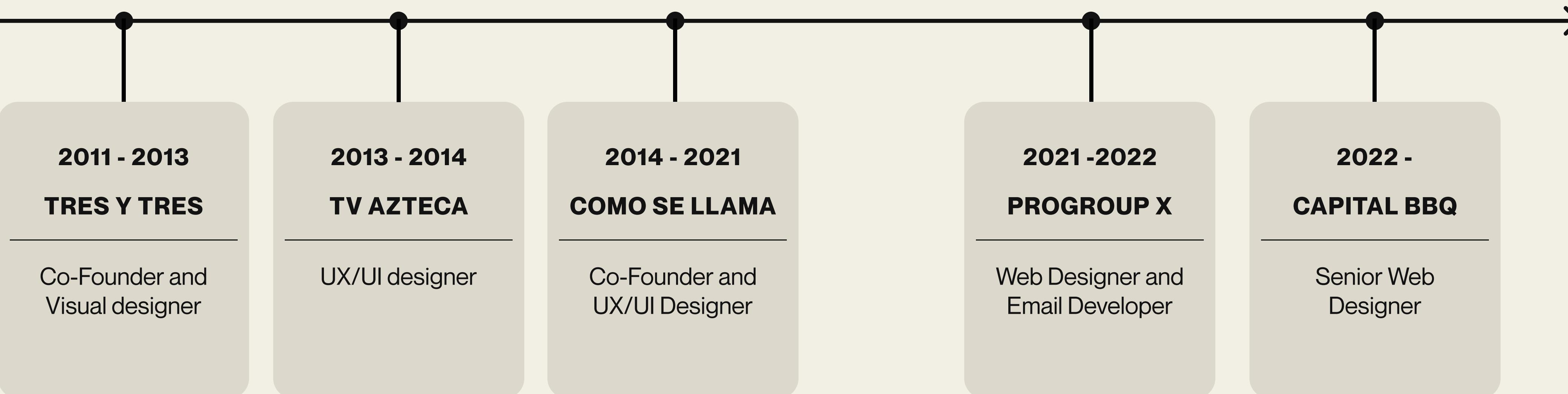
## Visual Design

I have over eight years of experience creating User Interfaces and design systems that follow design standards and usability guidelines.

## Front-End Development

I translate visual design into code. I have experience using different CMSs and frameworks, from plain HTML to React, passing by WordPress and Shopify.

# My Background & Experience



I've worked with different B2B and  
B2C spanning different industries  
from media to retail



# My Projects

# These are some of the projects that demonstrate my key skills of user research and experience design



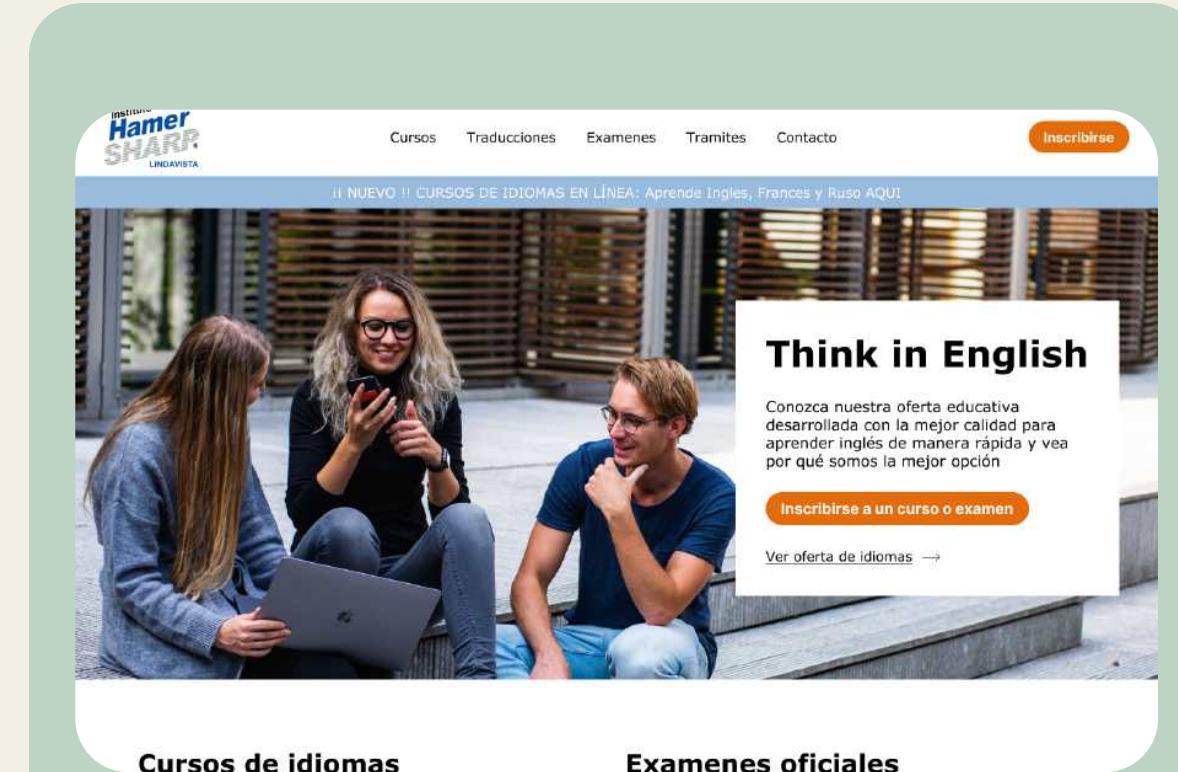
Strategy, Design & Development For a DTC Company

Company: Oven Brothers

proGROUPX

Development process redesign for an Email Marketing Organization

Company: ProGroup X



Product strategy and website redesign for a language school

Company: HamerSharp Lindavista

# Research, experience design, and development of the Oven Brothers website

Company: Oven Brothers

## Project Summary

I planned and executed the redesign of Oven Brothers' e-commerce website and photoshoot.

## Responsibilities

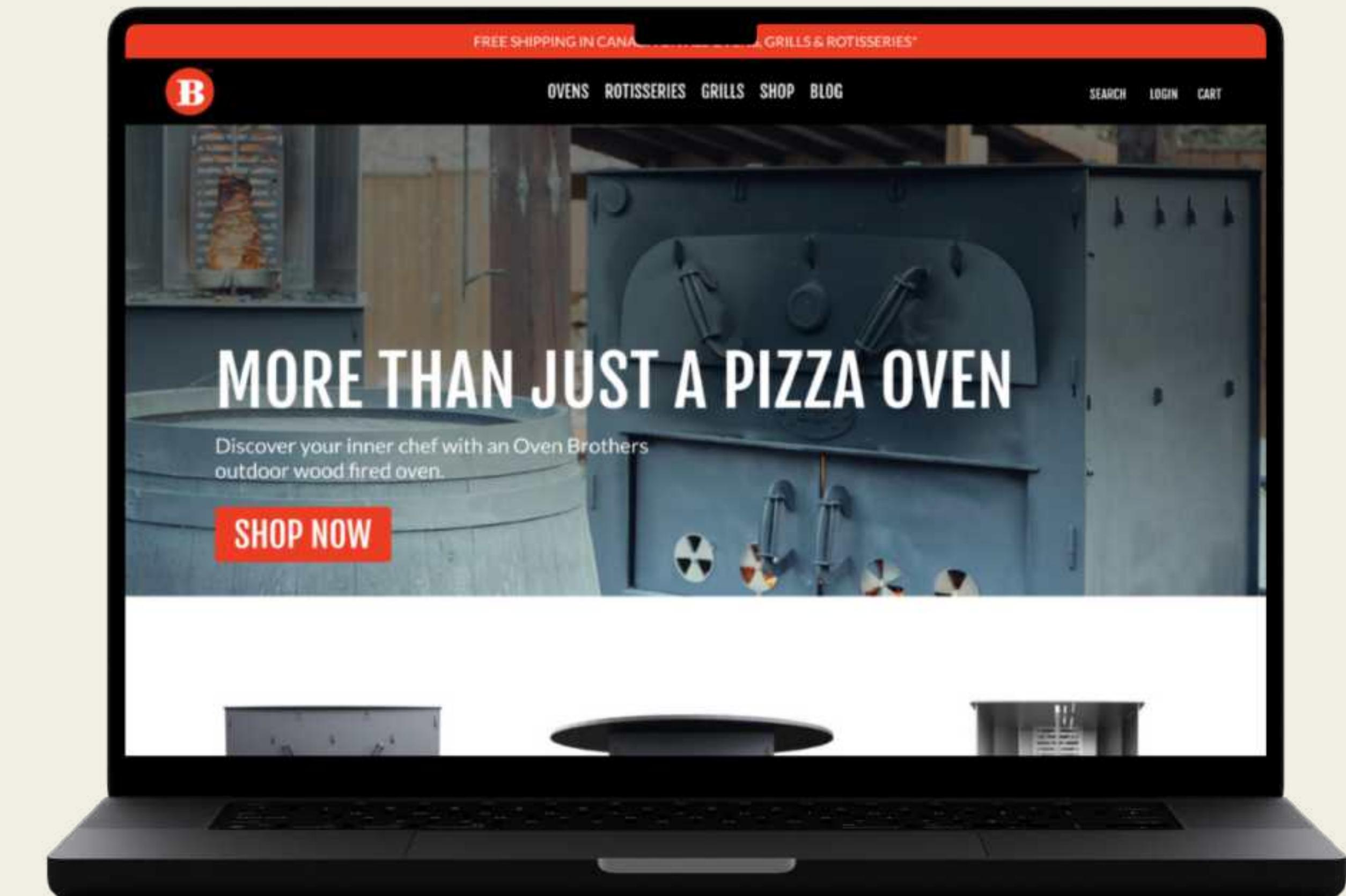
- Information Architecture
- Product strategy
- Visual Design
- Shopify Development

## Timeline & Team

Eight weeks from start to finish with a 2-week break. I was the sole designer and developer and worked with a photo team to create new assets

## Results

- Reduced from 6 to 4 the number of clicks needed to reach the checkout page
- Increased newsletter subscribers by 50%



# Oven Brothers is a wood-fire pizza oven company based in Canada

**During the pandemic, when people spent more time at home and shopping online,**

**Oven Brothers saw meteoric growth in sales from their website.** However, as

people started returning to work and leaving home, the sales began to decrease.

Oven Brothers asked me to help them after a working together as part of Capital BBQ's e-commerce development team.

When I analyzed the website, I found that apart from external causes, some **issues were hindering the website:**

- Did not have a clear information hierarchy
- Did not reflect the quality of their products
- Was not following a coherent branding

THE SITE  
BEFORE THE  
PROJECT



DISCOVER OUR PRODUCTS



Wood Fired Pizza Oven Kits

[View products](#)



Wood Fired Grills

[View products](#)



Charcoal Rotisseries

[View products](#)



Need  
Click here  
chatting

# Oven Brothers needed to adapt their website to a fast-changing world and get their number back up.

## I led the website redesign that achieved:

**20%**

---

Fewer support emails/calls  
requests

**50%**

---

More email subscribers in the first 2  
months

**4 clicks**

---

From the homepage to checkout.  
Instead of the previous 6 clicks

# I led this 8-week project from research to development, including a 2-week space dedicated to creating multimedia assets.

Weeks 1 - 3

## Research & Discovery

I interviewed and held **four discovery sessions** with the main stakeholders to understand the business goals and the KPIs to watch.

I **audited the website** and marketing assets to know what had been done beforehand.

Weeks 3 - 4

## Product Strategy

I looked at the analytics reports to **align business needs with user goals**.

I **established the KPIs** we would measure to understand the project's impact.

Weeks 4-6

## Experience Design

Mapped the most common user flows and updated the information architecture.

I, then, **wireframed the three key screens**: Homepage, Collection, and PDP

LAUNCH

## Product Design & Visual Design

I directed a photoshoot leading a team of three photographers.

I **designed high-fidelity mockups in Figma** for the main screens in the principal screen sizes.

Finally, I **developed the website in Shopify**.

# I audited the website and digital assets to understand the information hierarchy and content requirements.

My discovery and research process included the following steps:

## Website Audit

### Information Architecture and SEO

- Understanding how the information had been structured
- Learning about product relationships
- Analyzing the most visited products and pages

## Digital Assets

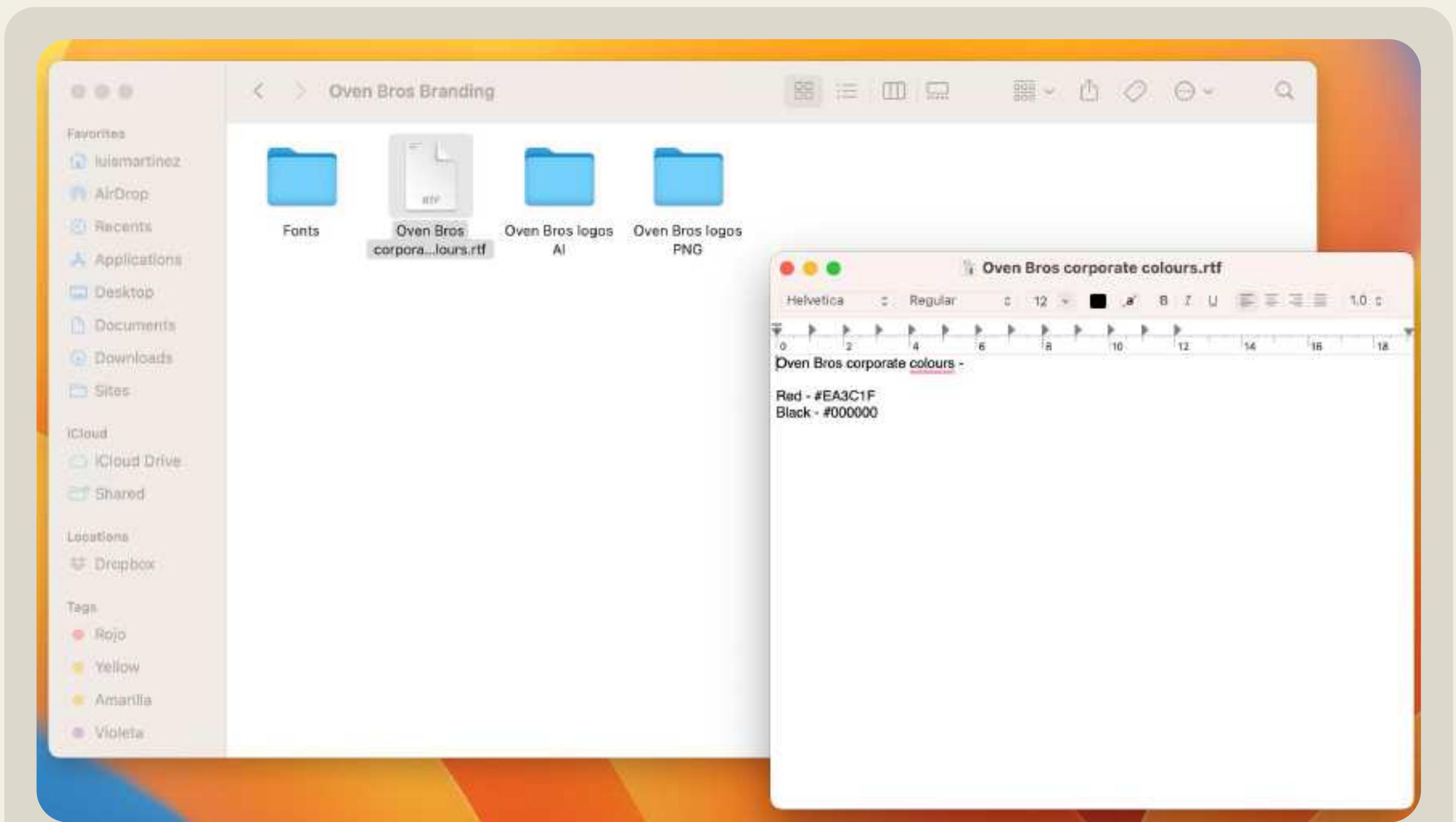
### Brand guidelines and photography

- Gathering brand information
- Organizing the brand's typography, colors and imagery
- Preparing for a photoshoot

## Interviewing the stakeholders

### Discovery Sessions

- Held 4 group discovery sessions
- Multiple interviews to understand the needs and desires of each stakeholder



The discovery sessions revealed that the Oven Brothers team thought they had a branding manual because they had a logo and typography defined.

Oven Brothers' "Branding Folder" was just a collection of logos in different formats and a document with the hex code for colors.

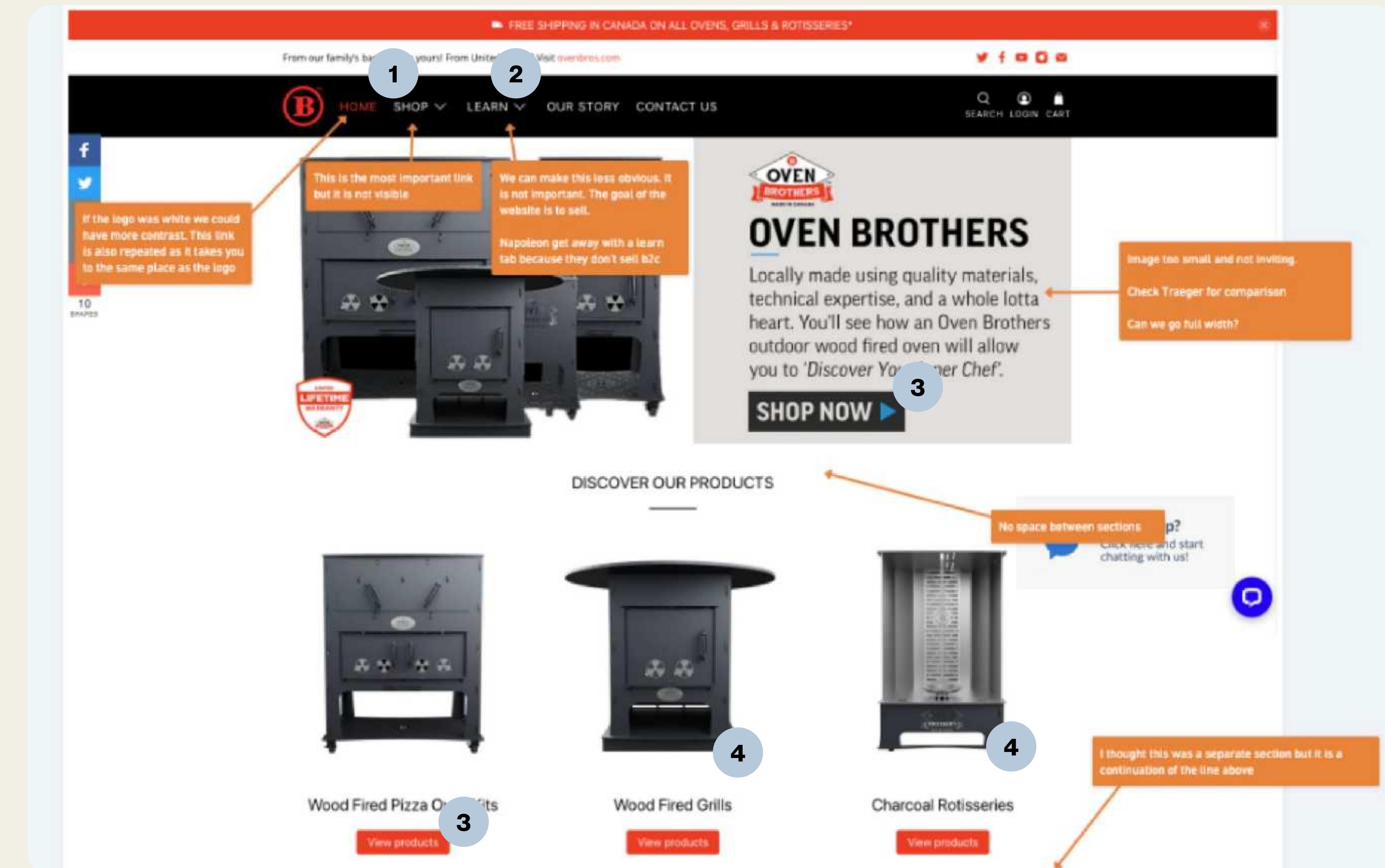
# The website audit and interviews revealed how the Oven Brothers' website was not serving its user adequately:

**1 Hard to buy an oven online.** The main product, the Big Bro Oven, was nowhere to be found on the homepage. Not even in the menu

**2 Content not helpful.** The lack of internal linking and a wild-growth had left the site with lots of duplicate content and shallow content. “Learn” did not link to information about the oven but about pizza

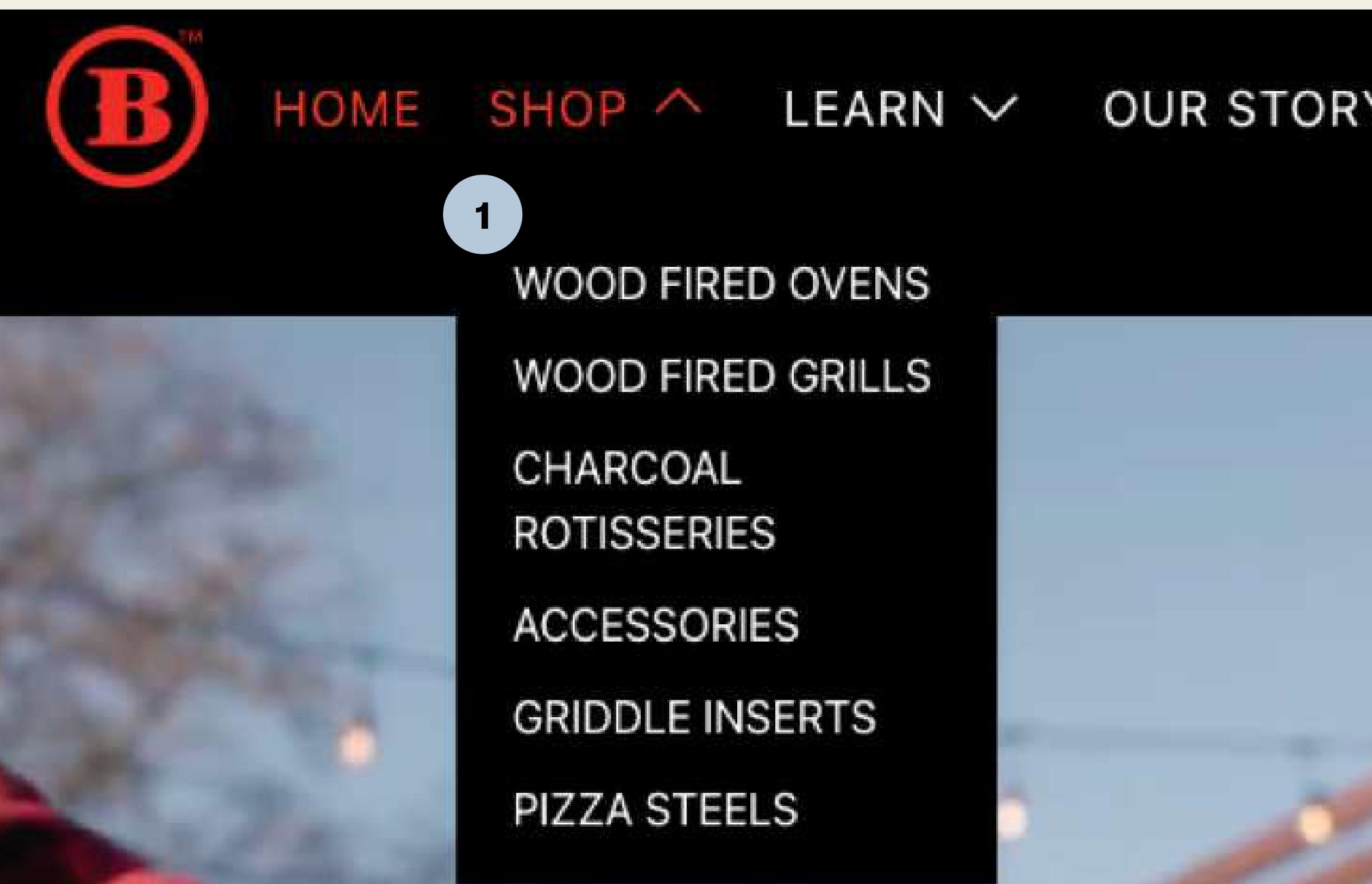
**3 Disregard for user flows.** It was hard to buy a product, find a recipe, or contact support. These are not links to products but to collections. There is no login section - but there is link

**4 Outdated product images.** Oven Brothers is constantly improving its products but this was not reflected on the product images. These products had been updated already



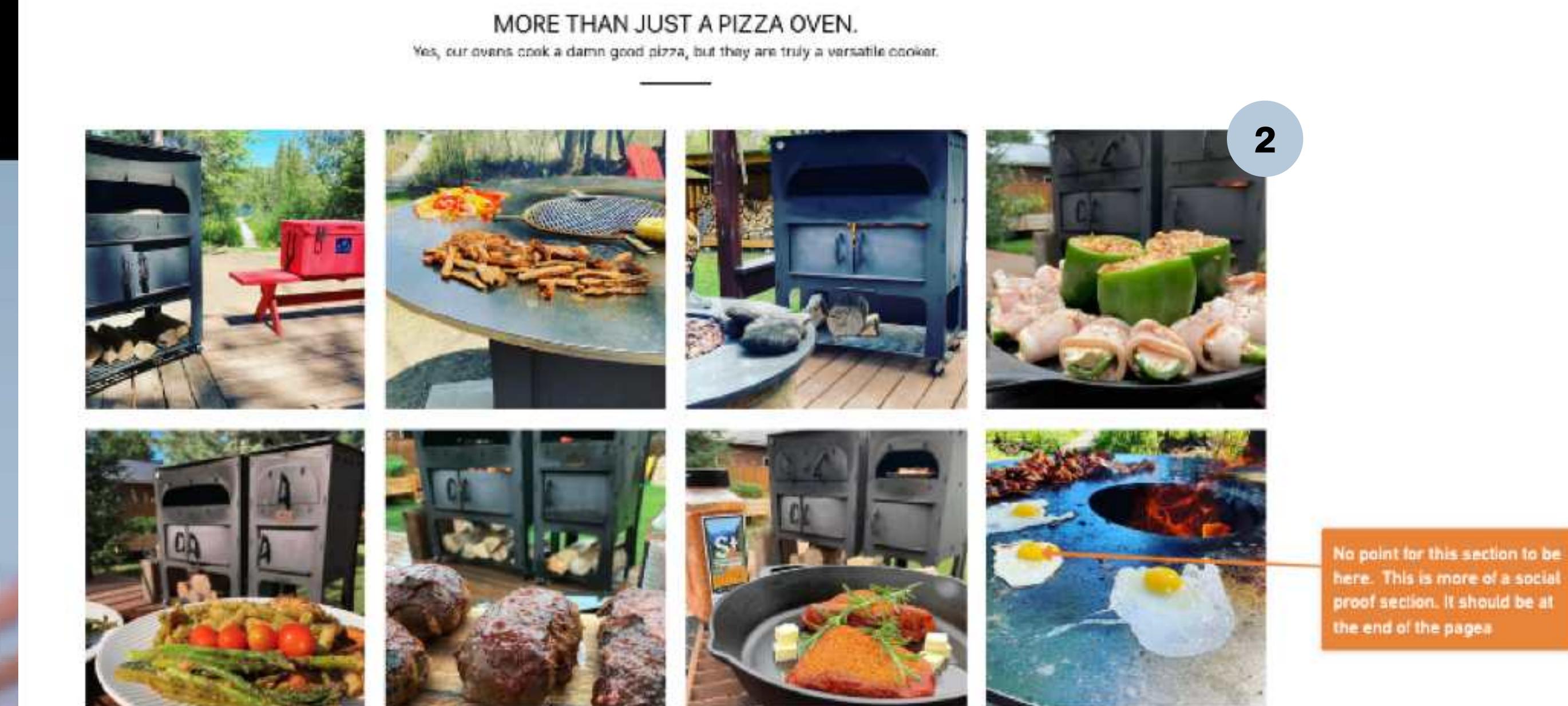
# One of my main tasks was to declutter the website and make each element have a purpose. The original website had too much going on.

Apart from understanding the information architecture, I noted all the branding inconsistencies that needed to be addressed.

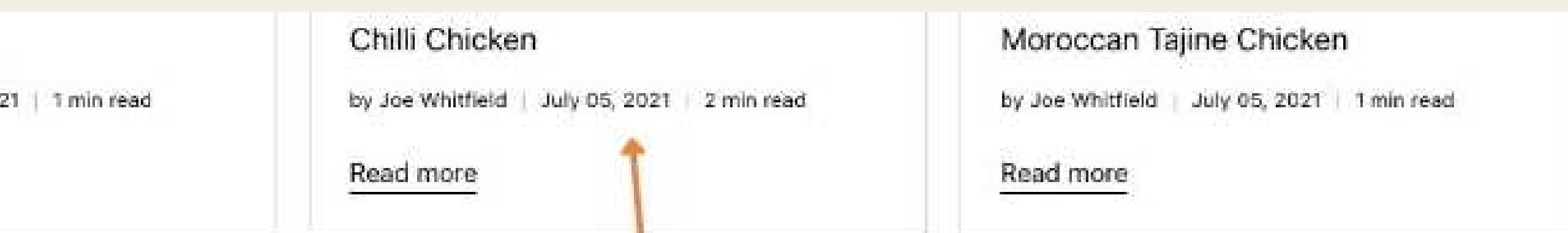


**1** **The main products are hidden two or three levels on the main menu.**  
The Big Bro Oven, OB's Main oven is nowhere to be found in the main navigation

**2** **Some elements are distracting and push you away from the website.** This Instagram widget was the third section of the Homepage

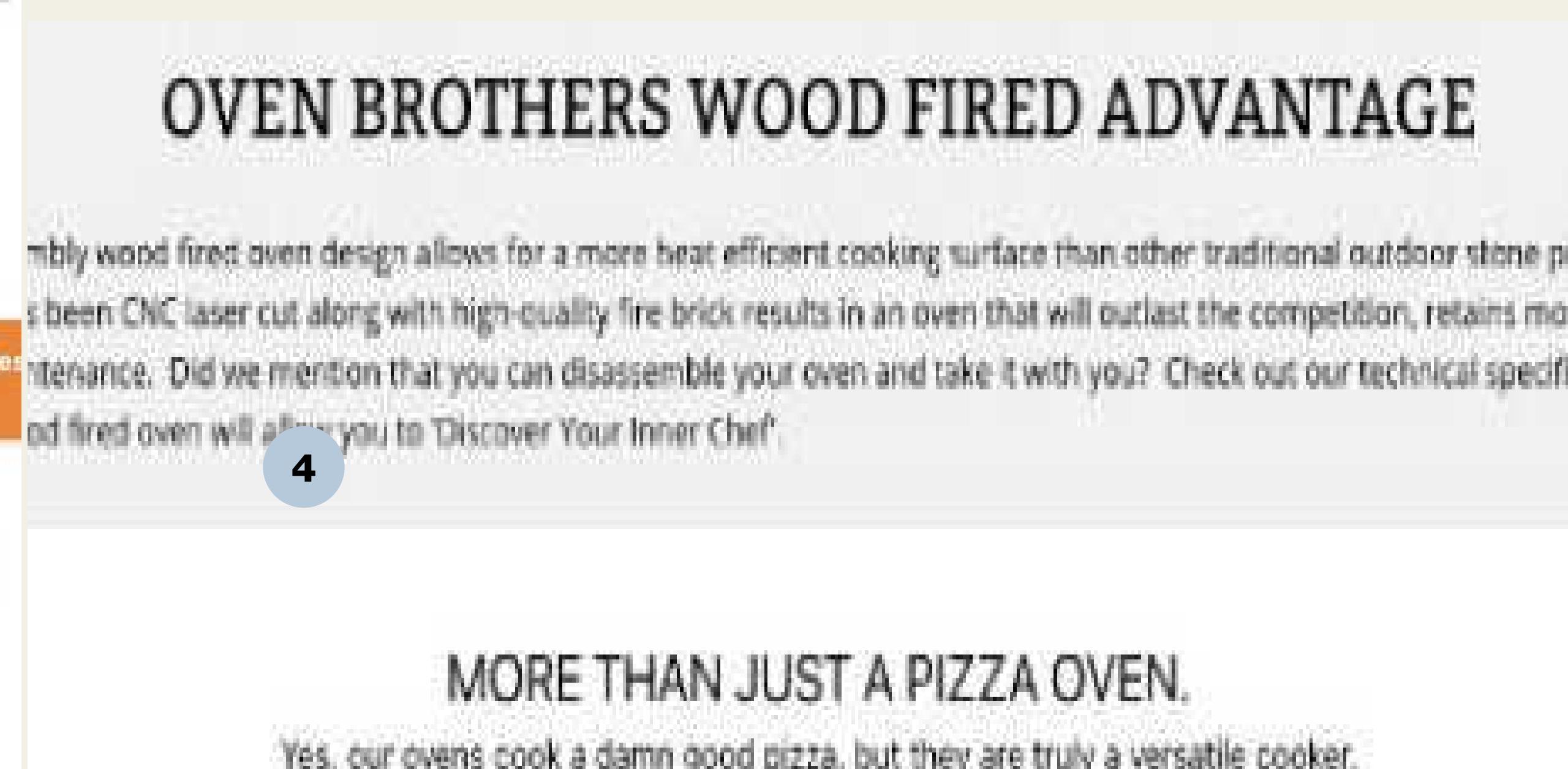


# One of my main tasks was to declutter the website and make each element have a purpose. The original website had too much going on.



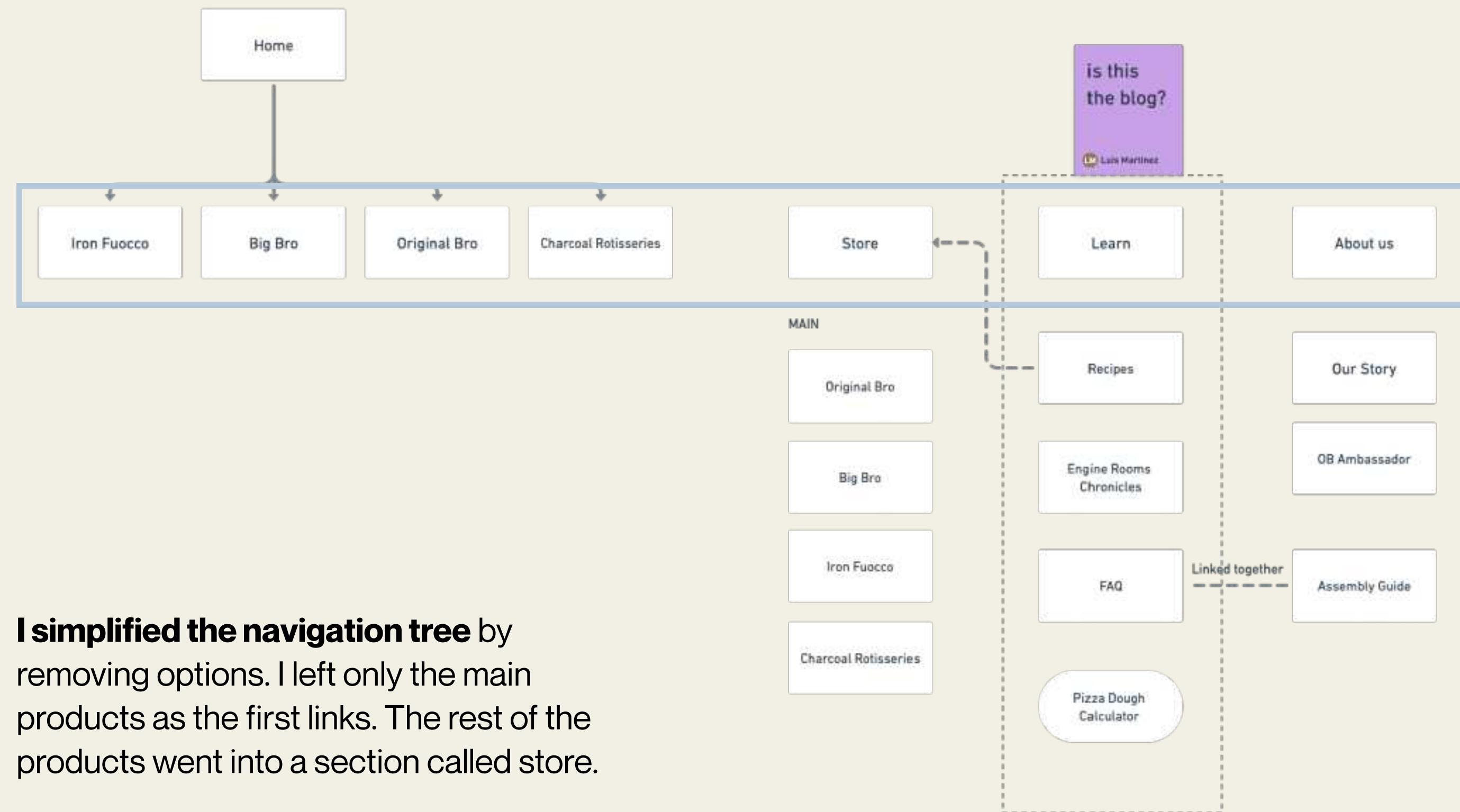
**3** Inconsistent fonts and colors make the site look cheap and less trust worthy. In this screenshot, there are three different fonts that never show up again in the website

**4** “Cast Iron Fun Facts” These random elements seemed like a good idea at some point in the past, but as the site grew had become too prominent and worked against the user’s goals

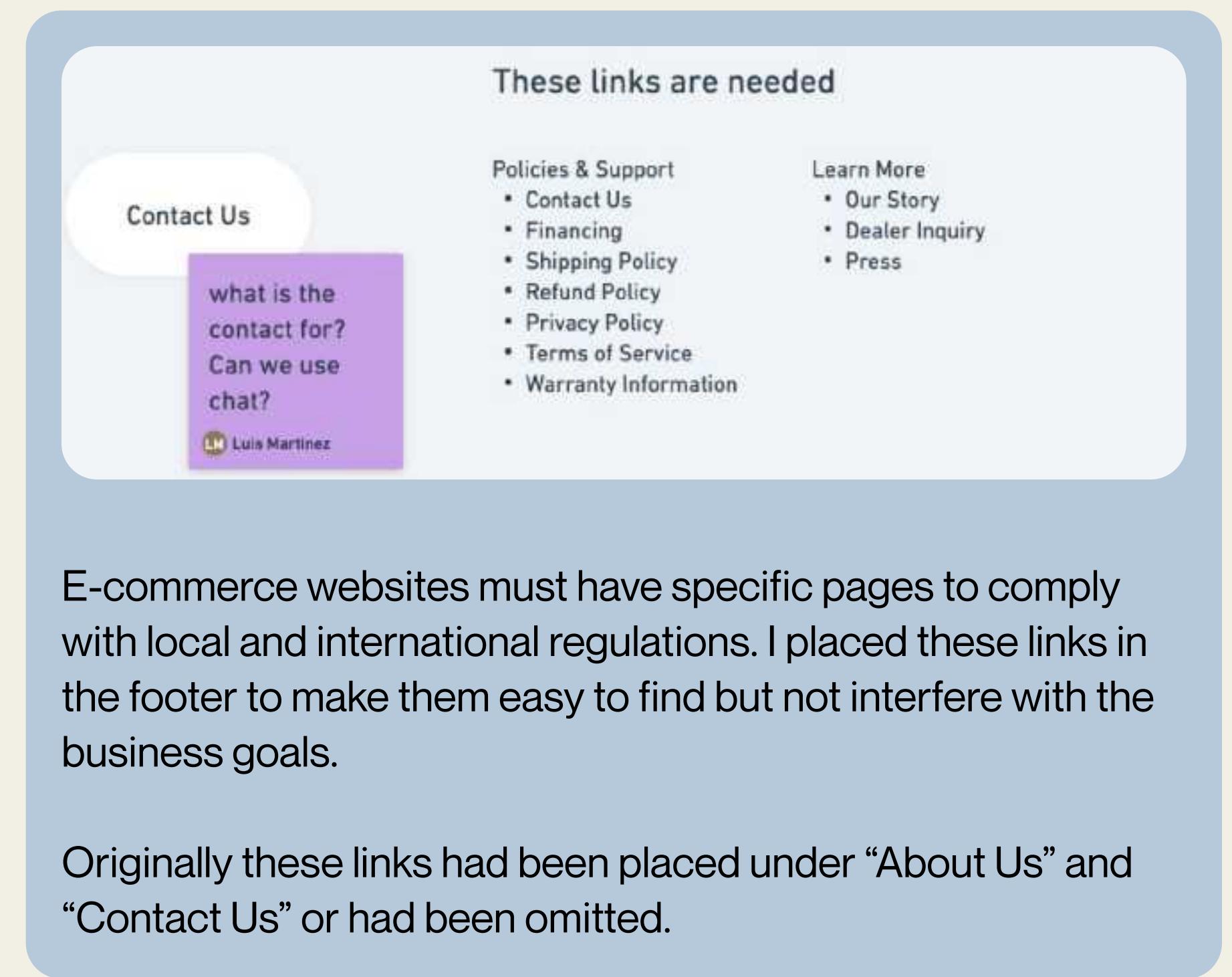


# I proposed changes to the navigation tree to group similar pages to make the site feel cohesive instead of a collection of individual pages

I placed links to our main products in the main navigation and grouped similar pages under standard labels. **This reduces confusion and simplifies navigation, as customers don't have to know categories to reach the desired product.**



I simplified the navigation tree by removing options. I left only the main products as the first links. The rest of the products went into a section called store.



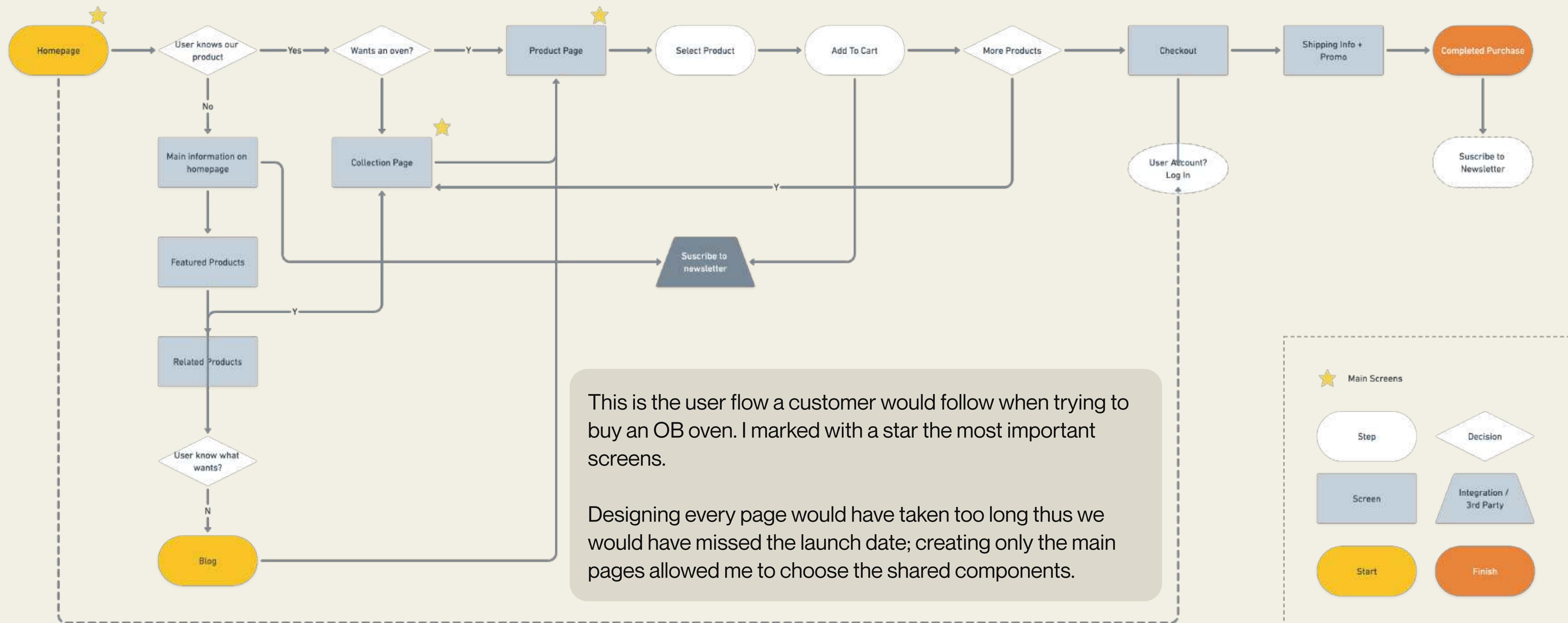
E-commerce websites must have specific pages to comply with local and international regulations. I placed these links in the footer to make them easy to find but not interfere with the business goals.

Originally these links had been placed under "About Us" and "Contact Us" or had been omitted.

## COLLABORATION AND FEEDBACK

Using Whimsical to create diagrams allowed for faster collaboration as stakeholders could comment without installing new software

# The Oven Brothers website had lots of information but was hard to find, making navigation difficult. So I determined the main user and business goals and created user flows.



# Once I had the main user flows ready, I created wireframes to match the main screens: homepage, collection, PDP, and blog posts

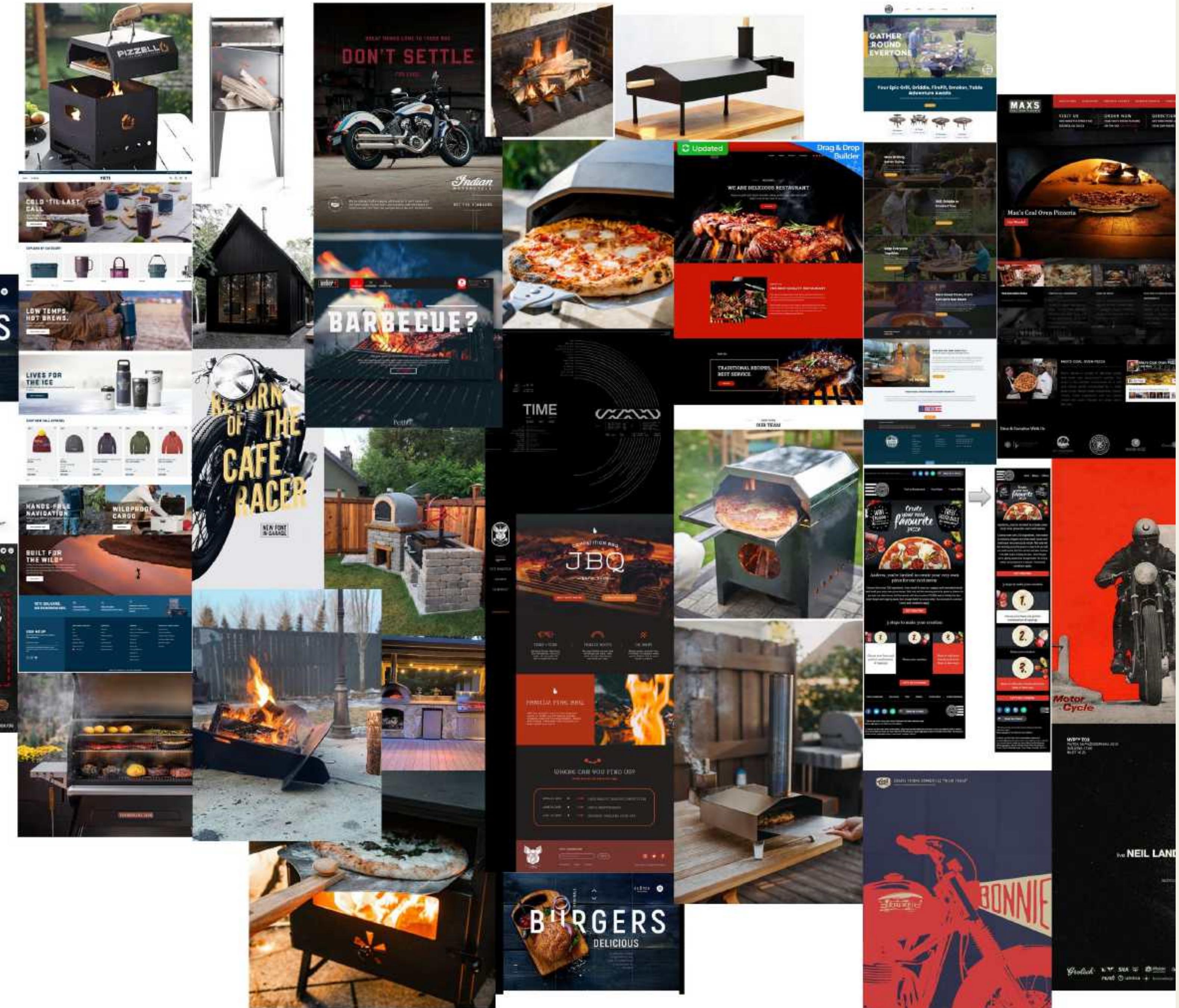
The Oven Brothers' wood-fired oven is deceptively simple. At first glance, it is hard to understand why a steel oven is better than other cooking appliances. Therefore, **I wanted the Homepage to address the most common questions and provide a comprehensive list of benefits while keeping the products “front and center.”**

This is the wireframe of the Homepage with highlighted sections

The wireframe illustrates the homepage layout. It features a large central product card for "The Big Bro" oven, which includes a placeholder image, a title, a price (\$\$\$), and a "Buy Now" button. To the left is a "Secondary Products" section containing three smaller product cards, each with a placeholder image, a title (e.g., "First \$\$\$"), a "Button" (with a placeholder image), and a "VIEW ALL PRODUCTS" button. Below this is a "OUR PROMISE" section with a placeholder image and Latin text. To the right is a "FAQ" section with a "QUESTION 1" placeholder image and text. At the bottom, there are links for "Social Media", "Badges" (including "Warranty", "Canadian Made", and "Free Shipping"), "Policies & Support" (with links to "Contact Us", "Financing", "Shipping Policy", "Refund Policy", "Privacy Policy", "Terms of Service", and "Warranty Information"), and "Learn More" (with links to "Blog", "Our Story", "Dealer Inquiry", and "Press").

The final design of the homepage is shown. It follows the same structure as the wireframe but with actual placeholder images for the products and sections. The "Main Products" section shows three ovens: "The Big Bro" (\$\$\$\$), "The Original Bro" (\$\$\$\$), and "Iron Fuoco" (\$\$\$\$). The "Secondary Products" section shows three more ovens. The "OUR PROMISE" section and "FAQ" section also contain their respective placeholder images and text. The footer area is identical to the wireframe, featuring social media icons, badges, policies, and a "Learn More" menu.

# I created a mood board to guide the brand design direction.



During the discovery meeting, we discussed how some brands evoke sensations when you see the imagery. One of the owners even said, "I want to smell the smoke."

**Oven Brothers' ovens are heavy and almost indestructible. This was a quality we were looking for in the imagery.** Fire and steel go together well, especially when it is burning red.

I also **took inspiration from motorcycles**, as their imagery and colors **appeal to the “rugged man,”** who takes pride in making things a bit more complicated if it makes the final product better, like lighting a wood fire oven over a gas or electric oven to make a better-tasting pizza.

# I planned and directed a photo and video shoot

During the discovery sessions, we decided what type of image best represented Oven Brothers, and how we wanted to represent the products

[Watch Video](#)

The OB oven can be used in many ways because of how it is made. To showcase the use cases, I planned a video and photo shoot. **We told 3 mini-stories: one for each product, which told a bigger story.**

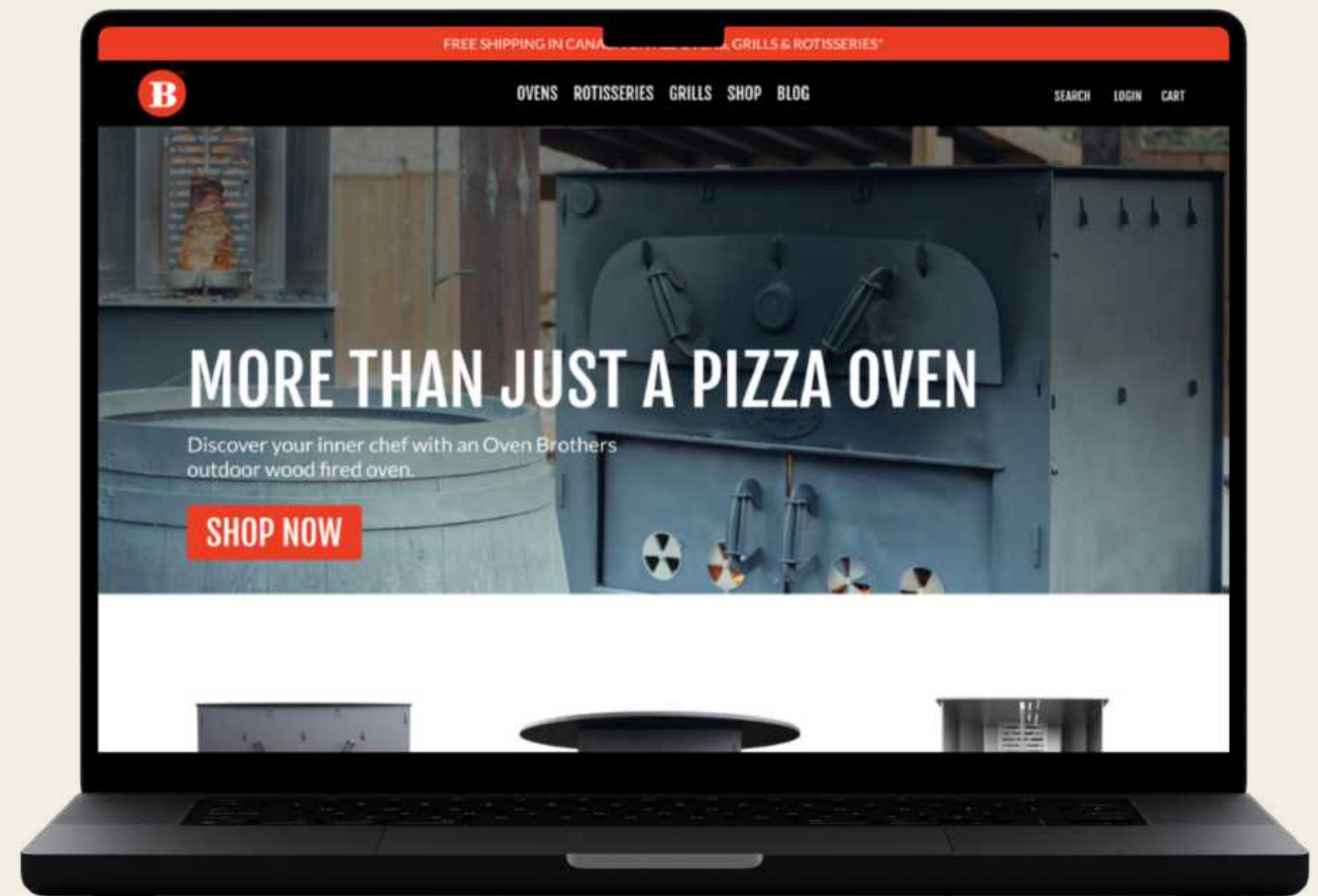
- Making a pizza in the Big Bro
- Preparing tacos in the Rotisserie
- Baking bread in the Original Bro

When stitched together, these stories tell the story of a weekend spent with friends and family



# Once we agreed on a design direction based on the mood boards, I designed the main pages following my wireframes

The Homepage was the first screen I designed. I used bold imagery to demonstrate the weight and strength of the Oven Brothers' oven.



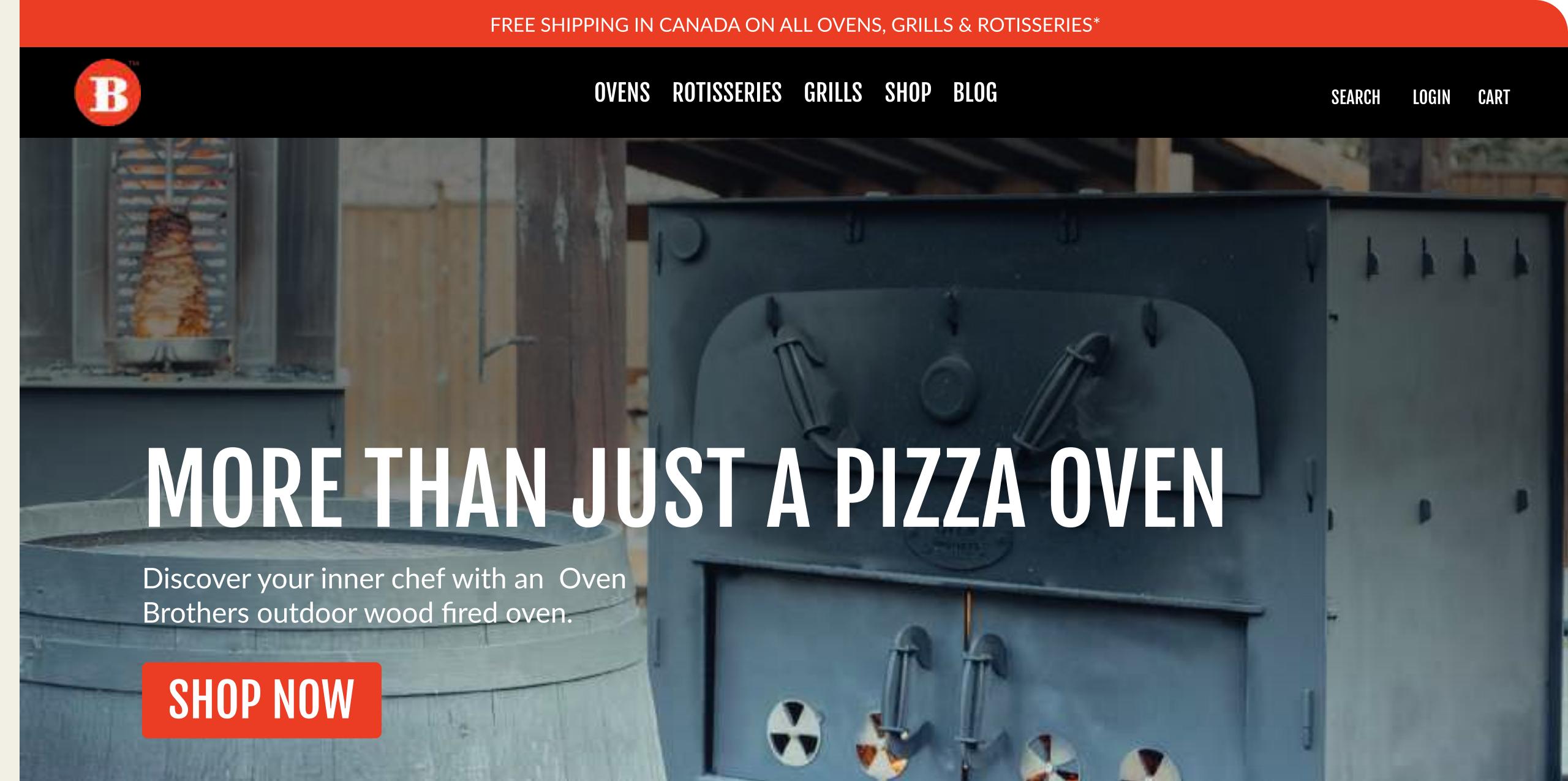
## WHAT IF WE DON'T HAVE A VIDEO?

When I designed this mockup the photoshoot had been cancelled because of bad weather. So I made a version using an image instead of a video

# I designed the main screens: Homepage, About Us, and Product Detail Page.

These screens contained many similar parts while being completely different. Knowing that I could take common elements to create a cohesive look and feel across the website.

[Click here to watch a scroll animation of the Homepage](#)



WOOD FIRED PIZZA OVENS

[View Products](#)



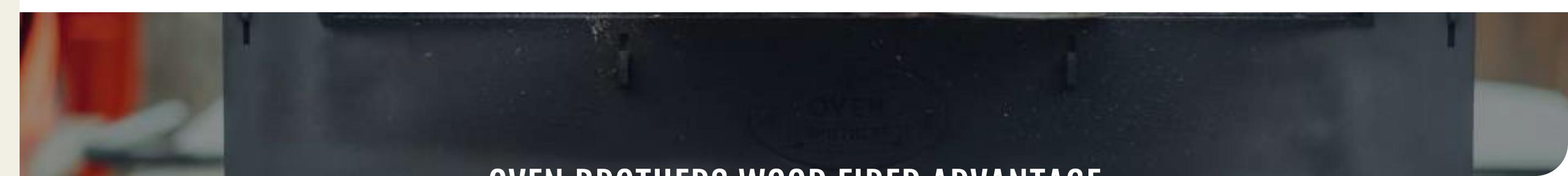
WOOD FIRED GRILLS

[View Products](#)



CHARCOAL ROTISSERIES

[View Products](#)



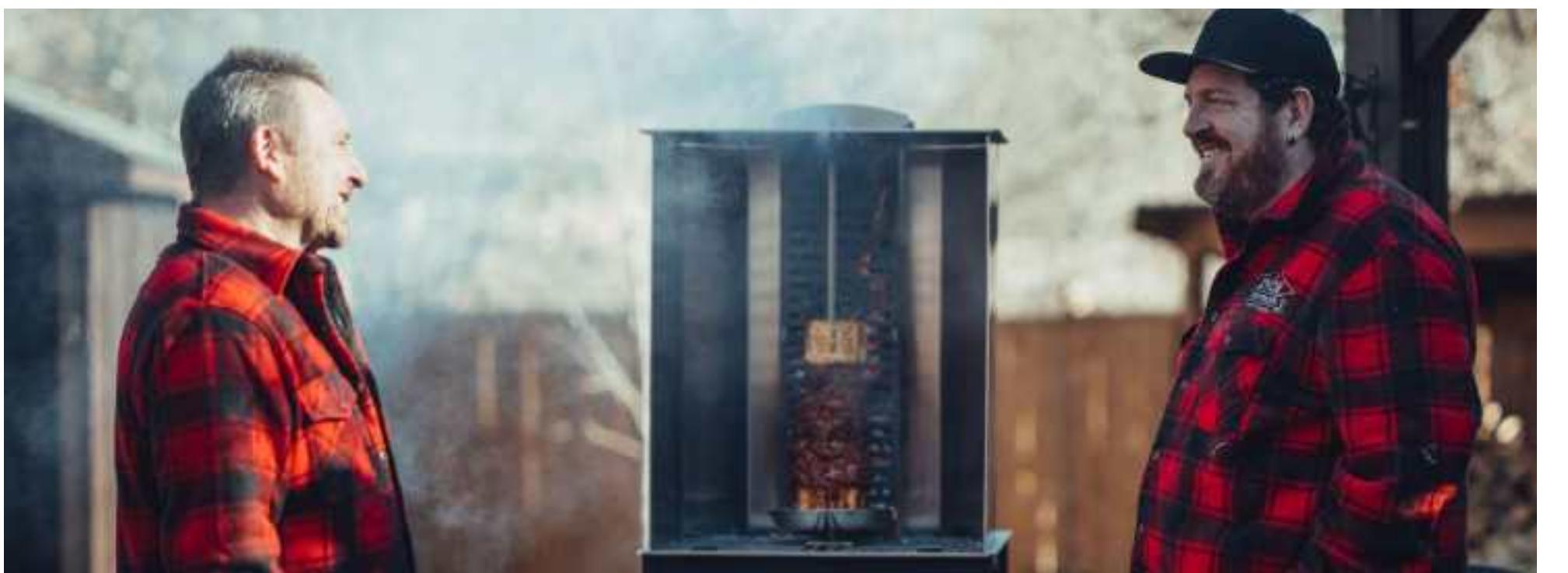
OVEN BROTHERS WOOD FIRED ADVANTAGE



# OUR STORY

Our Epic story begins in the early summer of 2017. Close friends and passionate foodies JP Normand and Gord Jones decided they wanted a pizza oven in their backyards. After countless store visits and online searches, all they found were clunky, low-quality ovens that would take an army to move and wouldn't survive the cold, Canadian winters.

Disappointed by the bulky ovens made of cheap materials hardly designed to last and the dying manufacturing industries in Canada and the USA, Gord and JP decided to take matters into their own hands. Using their knowledge of different metals, production planning, and SOLIDWORKS, they set out to design their own outdoor wood fired oven from scratch. With that Love of Food and Fire, the Oven Brothers Journey began.



TAB LOCK TECHNOLOGY



EXTREME WEATHER FRIENDLY



GRILL, BAKE, ROAST OR COOK ANYTHING



LASTS A LIFETIME



Add to Cart

Buy Now


[Click here to watch a scroll animation of the About Us page](#)
[Click here to watch a scroll animation of the PDP](#)

# After designing the main website pages, I looked at the common components to create a brand design system that could be applied to the website and newsletter

I kept the design guide minimal to make it easier to follow. I defined colors, typography, and scale.

This is the minimum needed to design the rest of the pages and the marketing assets. Oven Brothers is a relatively young brand, so I expect the branding to evolve as it grows.

## TYPOGRAPHY

### TITLES

#### H1 TITLE

FJALLA 3.052rem/48.83px // 64px

#### H2 TITLE

FJALLA 1.953rem/31.25px // 40px

#### H3 TITLE

FJALLA 1.25rem/20.00px // 32px

#### H4 TITLE

FJALLA 1rem/16.00px // 24px

#### H5 Title

FJALLA 1rem/16.00px // 24px

### PARAGRAPHS

#### Paragraph

*Lorum ipsum dolor sit amet, consectetur adipiscing elit. Nunc rhoncus lorem ac tortor pulvinar mattis. Nam auctor, libero id ultricies tempus, nibh nisi dictum nulla, at euismod eros orci eget lorem. Aenean sed mollis ex. Curabitur enim quam, vestibulum id semper eget, imperdiet ut nisl. Nunc nec diam non dolor eleifend rutrum a eu orci. Aenean auctor tincidunt luctus. Suspendisse consectetur consequat augue sed elementum. Nulla facilisi. Donec lacus purus, facilisis a orci vitae, viverra feugiat risus.*

#### Paragraph Italic

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#### Paragraph Bold

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Lato Bold 1rem/16.00px // 24px

### COLORS

#### Main



rgba(235, 61, 36, 1)  
#EB3D24



rgba(240, 110, 91, 1)  
#F06E5B



rgba(242, 134, 118, 1)  
#F28676



rgba(245, 158, 146, 1)  
#F59E92

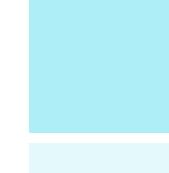
#### Complementary



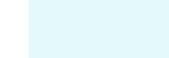
rgba(36, 210, 235, 1)  
#ADEEF7



rgba(153, 234, 246, 1)  
#ADEEF7



rgba(173, 238, 247, 1)  
#ADEEF7

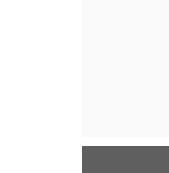


rgba(228, 249, 252, 1)  
#E4F9FC

#### Other



rgba(0, 0, 0, 1)  
#2C2B2B



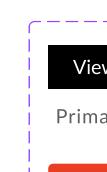
rgba(250, 250, 250, 1)  
#FAFAFA



rgba(95, 95, 95, 1)  
#5F5F5F

### BUTTONS

#### Normal



View Products  
Primary Button

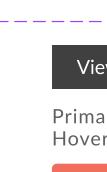


View Products  
Secondary Button



View Products

#### Hover



View Products  
Primary Button Hover

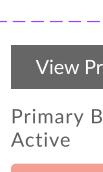


View Products  
Secondary Button Hover

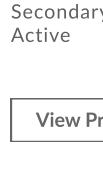


View Products

#### Active



View Products  
Primary Button Active



View Products  
Secondary Button Active



View Products

# I developed the website in Shopify. I used Shopify CLI and Github to keep track of the changes, even those made by installing third-party apps.

Screenshot of a GitHub repository page for `capitalbbq/Bbqing`. The repository is private and has 3 branches and 0 tags. The `Code` tab is selected. The commit history shows frequent updates from the `shopify[bot]` account, primarily from the `main` branch. The commits are dated from 18 hours ago to 8 months ago, with most being "Update from Shopify for theme Bbqing/main". Other commits include "Initial commit", "Added shopify and git ignores", "Compressed Empire.js to save on speed", and "Npm stuff". The repository has 0 stars, 0 watching, and 0 forks. The `About` section notes "No description, website, or topics provided". The `Releases` section indicates "No releases published" and "Create a new release". The `Packages` section says "No packages published" and "Publish your first package". The `Languages` section shows Liquid at 81.6%, JavaScript at 16.0%, and CSS at 2.4%.

capitalbbq/Bbqing Private

Code Issues Pull requests Actions Projects Security Insights Settings

main 3 branches 0 tags Go to file Add file Code

shopify[bot] Update from Shopify for theme Bbqing/main ... 3a43d76 18 hours ago 688 commits

assets Update from Shopify for theme Bbqing/main yesterday

config Update from Shopify for theme Bbqing/main 18 hours ago

layout Update from Shopify for theme Bbqing/main 3 days ago

locales Update from Shopify for theme Bbqing/main last month

sections Update from Shopify for theme Bbqing/main 4 days ago

snippets Update from Shopify for theme Bbqing/main yesterday

src Recipe Template last month

templates Update from Shopify for theme Bbqing/main 2 days ago

.gitattributes Initial commit 8 months ago

.gitignore Added shopify and git ignores 2 months ago

package-lock.json Compressed Empire.js to save on speed last month

package.json Compressed Empire.js to save on speed last month

postcss.config.js Npm stuff 2 months ago

shopifyignore Npm stuff 2 months ago

About

No description, website, or topics provided.

0 stars 0 watching 0 forks

Releases

No releases published Create a new release

Packages

No packages published Publish your first package

Languages

Liquid 81.6% JavaScript 16.0% CSS 2.4%

# Creating a simpler information architecture was key in helping users achieve their goals.

Visitor engagement has increased in the first two months since launching

**20%**

Fewer support emails/calls requests

**50%**

More email subscribers

**4 clicks**

From the homepage to checkout.  
Instead of the previous 6 clicks

The assets we created during the photo shoot and a stricter design guide have helped elevate the brand.

# Accelerating and standardizing email development at an email marketing company

Company: ProGroup X

## Project Summary

I led a team in designing and developing a new templating system to decrease HTML email development time.

## Responsibilities

- Product strategy
- Visual Design
- Front-End Development

## Timeline & Team

12 weeks with a remote team based in Los Angeles and Buenos Aires while I was in Mexico City

## Results

- Reduced email development to one hour from two days.
- Increased CTR by an average of 20%



## You are in!

Search 4 Jobs is a job search and matching platform that connects employers and job seekers.

Soon you'll receive in your email inbox a list of jobs that match your search criteria. But first, let's confirm your subscription.

[See more jobs](#)

# ProGroup X is an email marketing company that manages 20 job aggregators to send the best job postings to their subscribers.

**The decline in the three critical metrics -**

Open Rate, Click Through Rate, and Deliverability- **hindered the business's growth.**

Despite PGX's **email campaigns** remaining essentially **unchanged over the years**, the results **were deteriorating, leaving the cause unexplained.**

As the internal lead designer and front-end developer, I took charge of identifying the root cause and devise a solution for the declining metrics.



Hey \$FIRSTNAME\$,

Getting bummed with your job search?  
Read this story about a weird successful career change.

During the December COVID-19 surge in New York City, cast members for the Broadway production of "Wicked" were sick and unavailable. Needing the show to go on, producers called Carla Stickler, a software engineer living in Chicago, and asked her to fill a role she had not played on stage for seven years: the musical's lead, Elphaba.

Stickler, who had been a full-time understudy for Elphaba and a fill-in for the show's ensemble roles before making a career switch to coding, said yes and got on a plane. During her whirlwind stint as an emergency Elphaba, she got to revisit a chapter she had closed and perform on her own terms, without the stress of worrying about her career.



Hey \$FIRSTNAME\$,

Getting bummed with your job search?  
Read this story about a weird success

During the December COVID-19 surge cast members for the Broadway prod were sick and unavailable. Needing th producers called Carla Stickler, a soft living in Chicago, and asked her to fill played on stage for seven years: the Elphaba.

Stickler. who had been a full-time unc

JobGeek | \$address\$

Manage your email preferences

Unsubscribe

# I analyzed and developed a new HTML email templating system to improve the business KPIs

**15  
minutes**

---

Email development time. Reduced from 3 hours for each template

**Over  
126**

---

Initial **email combinations** but with possibility to grow endlessly

**20 %  
Increase**

---

Average **CTR increase** across all brands

# I lead a remote team based in Los Angeles and Buenos Aires, while I was in Mexico City in this 12-week project.

Weeks 1 - 3

## Research & Discovery

I held **three interviews with the directors of development and marketing**. I wanted to learn the different goals and requirements of each.

I also **met the data analyst so that we could discover commonalities** between the best performing and the worst performing campaigns.

Weeks 3 - 4

## Product Strategy

We tested different templates and reviewed past campaigns to discover which had better deliverability and a higher open rate.

**We experimented with text-focused, imaged-focused, and mixed campaigns across different brands.**

Weeks 4-6

## Experience Design

I worked with a developer team based in Buenos Aires to understand the limitations of the email rendering engines and the fastest way to develop new emails.

LAUNCH

## Product Design & Visual Design

We **created a component system to match across different brands** to have different layouts without having to develop the emails from zero.

The developer and I developed the different emails using MJML, which allowed us to copy-paste various components.

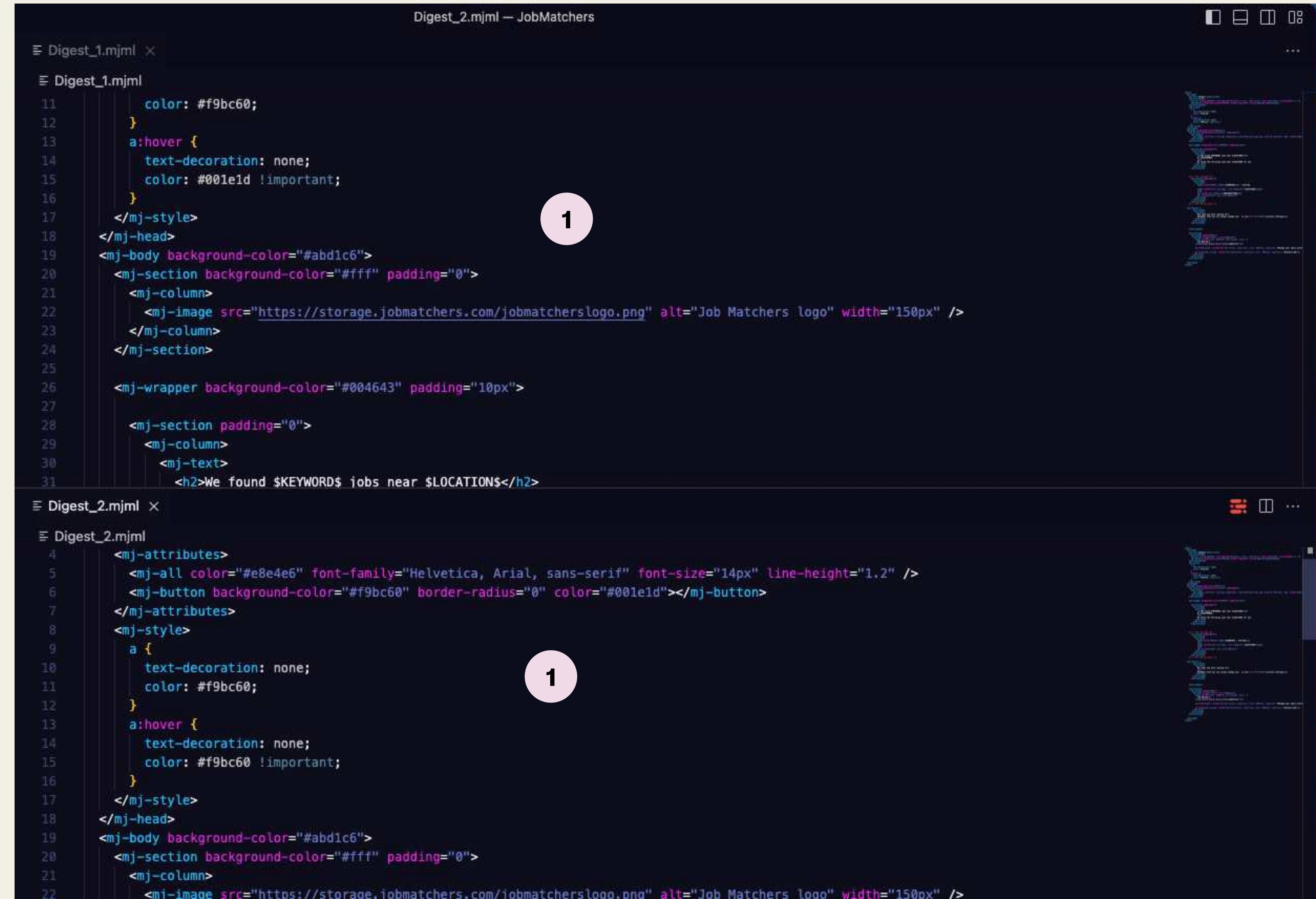
# Data Analysis revealed that every time PGX changed templates, the deliverability rate increased.

Email service providers (ESP) do not disclose how their SPAM filters work. We theorized that **ESPs were marking our emails as possible SPAM whenever we sent two or three identical emails.**

That meant the development team **needed to create different emails more often to avoid SPAM filters.**

However, the interviews revealed that the email development team feared breaking the code, as fixing the template would take a lot of time and possibly miss the campaign launch date.

Most email templates had been created before they joined the team and had little or no documentation.



```
Digest_2.mjml — JobMatchers
Digest_1.mjml ×
  Digest_1.mjml
    11      color: #f9bc60;
    12    }
    13    a:hover {
    14      text-decoration: none;
    15      color: #001e1d !important;
    16    }
    17  </mj-style>
  </mj-head>
  <mj-body background-color="#abd1c6">
    <mj-section background-color="#fff" padding="0">
      <mj-column>
        <mj-image src="https://storage.jobmatchers.com/jobmatcherslogo.png" alt="Job Matchers logo" width="150px" />
      </mj-column>
    </mj-section>

    <mj-wrapper background-color="#004643" padding="10px">
      <mj-section padding="0">
        <mj-column>
          <mj-text>
            <h2>We found $KEYWORD$ jobs near $LOCATION$</h2>
          </mj-text>
        </mj-column>
      </mj-section>
    </mj-wrapper>
  </mj-body>
</mj-template>
</mj-digest>
```

```
Digest_2.mjml ×
  Digest_2.mjml
    4    <mj-attributes>
    5      <mj-all color="#e8e4e6" font-family="Helvetica, Arial, sans-serif" font-size="14px" line-height="1.2" />
    6      <mj-button background-color="#f9bc60" border-radius="0" color="#001e1d"></mj-button>
  </mj-attributes>
  <mj-style>
    9    a {
    10      text-decoration: none;
    11      color: #f9bc60;
    12    }
    13    a:hover {
    14      text-decoration: none;
    15      color: #f9bc60 !important;
    16    }
  </mj-style>
  </mj-head>
  <mj-body background-color="#abd1c6">
    <mj-section background-color="#fff" padding="0">
      <mj-column>
        <mj-image src="https://storage.jobmatchers.com/jobmatcherslogo.png" alt="Job Matchers logo" width="150px" />
      </mj-column>
    </mj-section>

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            <h2>We found $KEYWORD$ jobs near $LOCATION$</h2>
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        </mj-column>
      </mj-section>
    </mj-wrapper>
  </mj-body>
</mj-template>
</mj-digest>
```

1 I created two templates with the same content to test deliverability

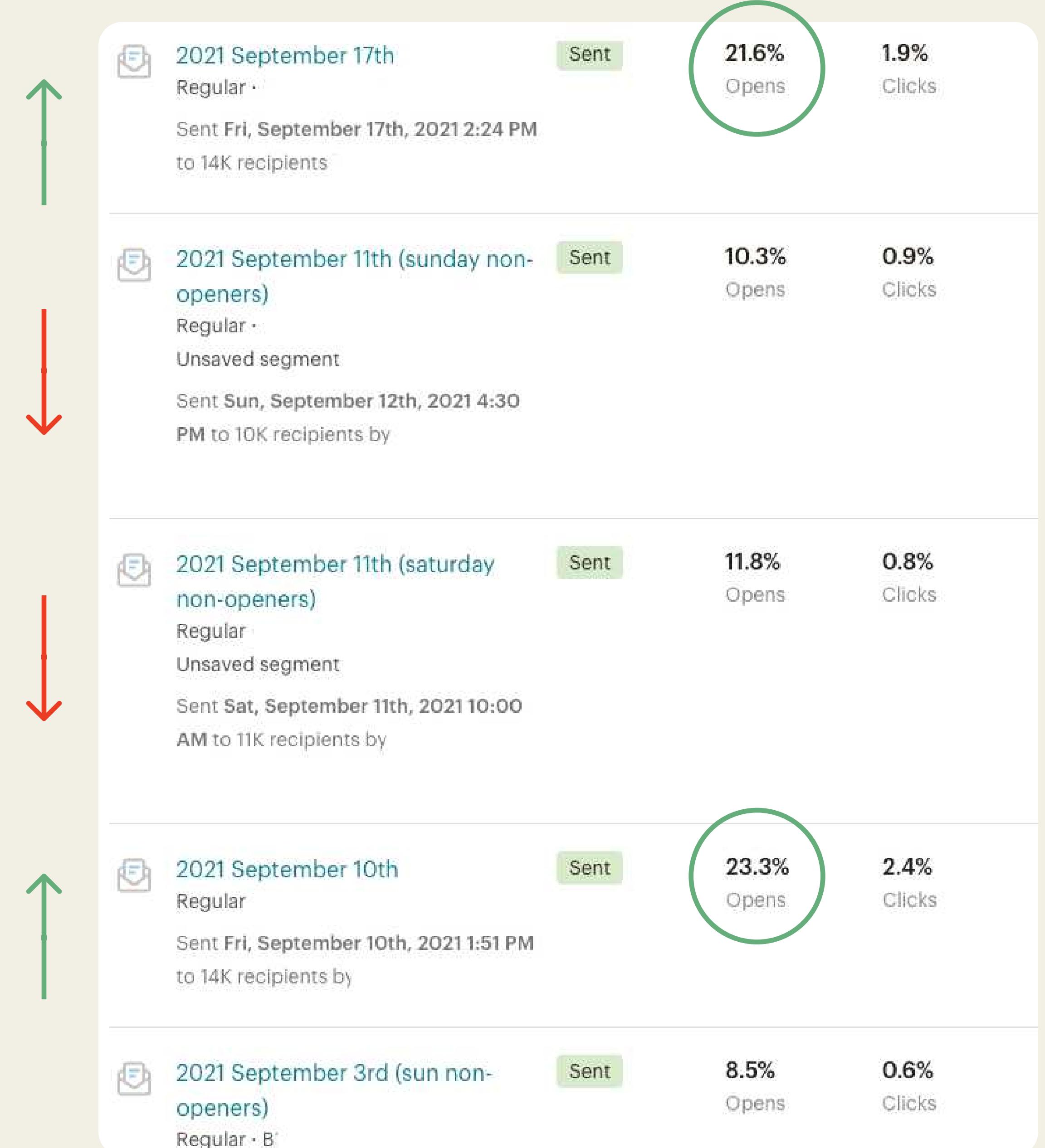
# Data Analysis revealed that every time PGX changed templates, the deliverability rate increased.

To determine the impact of template changes on email deliverability, we conducted a small-scale test using a sample of our email subscribers.

As some email service providers (ESPs) do not provide notification when an email is marked as spam, **we used open rates as a proxy metric.**

However, open rates are influenced by multiple factors, including the email subject line, which can vary between test sends.

Therefore, we conducted multiple test sends to assess the effectiveness of the different templates.



# I tested Open Rate and CTR of imaged based, text based, and a mix. Mixed emails outperformed both types of email

Email marketing experts suggest that plain-text emails generally outperform those with images due to their simplicity and high deliverability rates. However, email service providers (ESPs) typically restrict font choices, limiting the ability to customize text-based emails.

To investigate whether the use of images impacted email performance, **we designed a study to test the hypothesis that visually appealing emails with images would result in higher click-through rates, while plain-text emails would be less likely to trigger spam filters and result in higher open rates.**

	<b>PLAIN TEXT</b>	<b>IMAGE</b>	<b>MIXED</b>
OPENED	<b>274</b>	128	<b>244</b>
FLAGGED	8	36	21
CLICKED	189	86	<b>196</b>
NO INFO	4	2	6

# I held three discovery meetings with the marketing director, business development manager, designer, and developer to understand their goals and requirements.

## Business Development Pain Points

- Each brand is coded differently
- Too cumbersome to try “hacks” for a better deliverability
- Inconsistent design requirements

## Production Pain Points

- Too many resources are spent on each email
- Low click-through rate

## Marketing Pain Points

- High SPAM labeling of our emails
- Slow to integrate marketing campaigns
- Emails look outdated

**“IT FEELS LIKE I HAVE TO RELEARN HOW TO CODE EMAILS EVERY TIME WE HAVE A NEW CAMPAIGN. THAT (CODE) WAS PROBABLY WRITTEN IN THE 90’S”**

A remark made by the email developer

# I decided to create one system for all brands as many of them shared the same layouts.

The initial hypothesis was each brand would need its own components system.

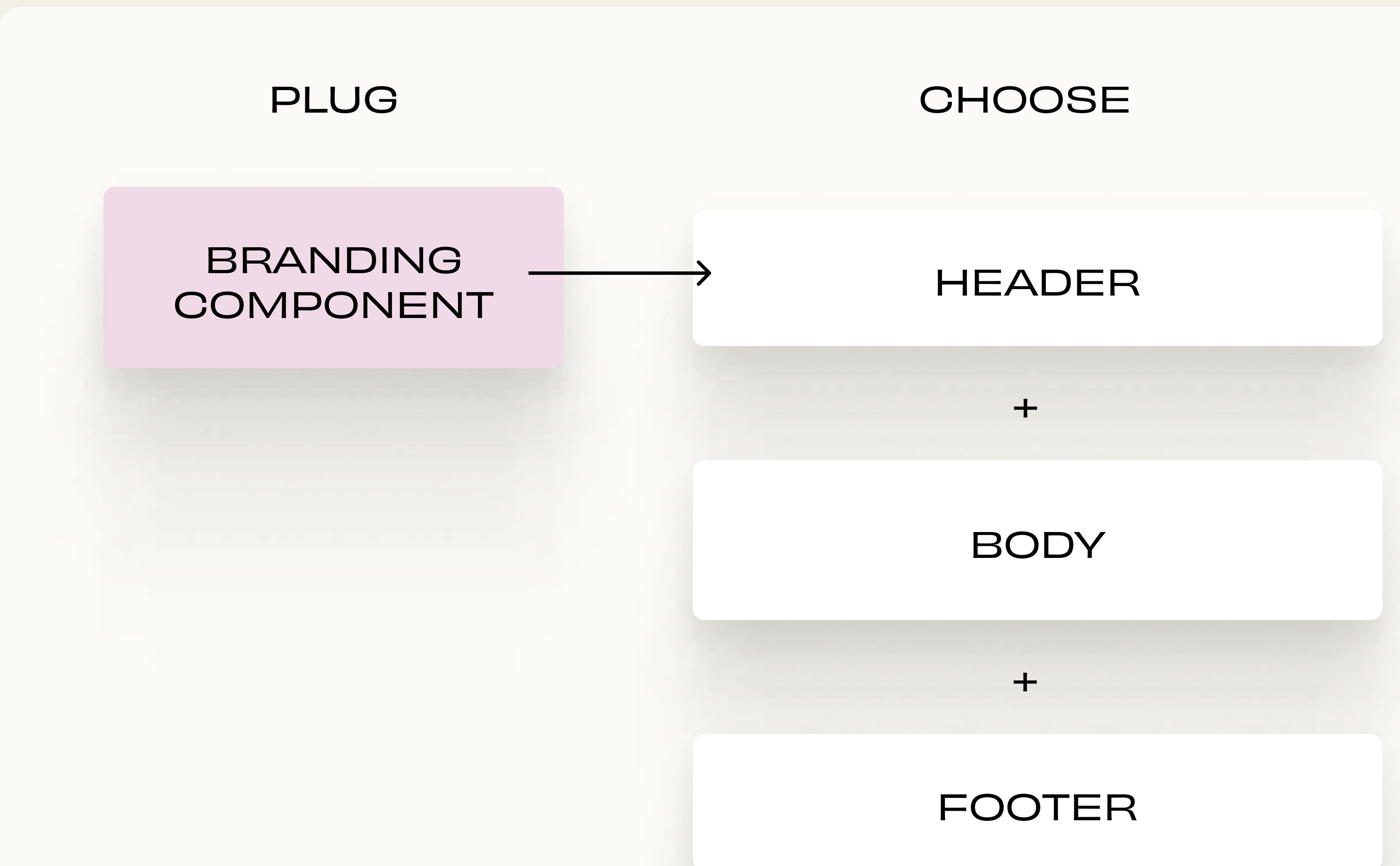
However, after analyzing the latests better-performing campaigns, **I found that most emails shared common patterns that could be translated into code blocks.**

## BENEFITS OF A SHARED SYSTEM

**Easier to learn, debug and control.** How emails are assembled is easier to understand

**More consistent branding.** Fonts, colors and images are independent

**Better deliverability.** When an error gets fixed the solution is shared across all brands



# I created different layouts in Figma that we could reuse across all brands with minimal customization.

## HEADERS

The image shows three separate header components, each featuring a red circular logo with three wavy lines and the text 'FAST JOBS TODAY' in a bold, sans-serif font. Below the logo, there is a horizontal navigation bar with three items: 'HOME', 'JOB POSTS', and 'PREFERENCES'. The first header is set against a white background, the second against a light gray background, and the third against a dark gray background.

## BODIES

The image shows two body components. The left one is a white card with a dark gray border. It contains a question 'Do you want to work from home?' in bold, followed by a paragraph about working from home and a bulleted list of benefits. The right one is a white card with a dark gray border. It contains a heading 'We found \$KEYWORD\$ jobs near \$LOCATION\$', a paragraph about finding jobs, and a list of four job entries.

**Do you want to work from home?**

\$FIRSTNAME\$, there may be suitable \$KEYWORD\$ jobs for you. Working home means

- More productivity
- Less time on the road
- Money save
- Less stress

Check out jobs below

[See more jobs](#)

## We found \$KEYWORD\$ jobs near \$LOCATION\$

Hi \$FIRSTNAME\$, We found the following jobs near \$LOCATION\$ for you:

[\\$COMPANY\\$ - \\$TITLE\\$](#)  
\$LOCATION\$

[\\$COMPANY\\$ - \\$TITLE\\$](#)  
\$LOCATION\$

[\\$COMPANY\\$ - \\$TITLE\\$](#)  
\$LOCATION\$

[\\$COMPANY\\$ - \\$TITLE\\$](#)  
\$LOCATION\$

Not what you were looking for? Remember that you can always change your in your [account settings](#).

[UPDATE YOUR PREFERENCES](#)

## BENEFITS OF A SHARED SYSTEM

In the future, if a new component is created it will work with the system as long as these rules are followed

# I translated the layouts into MJML. Then, I worked with the development team in Argentina to establish all components' standards and rules.

I chose to use **MJML**, a coding language made for emails that follows email best practices.

This helped ensure that the code generated was compatible and responsive across the most popular email platforms, without the need for developers to worry about making changes for each platform.

Additionally, MJML is flexible and can be used with different tools, such as plugins, Node.js, or their online editor, making it easy for developers to work with their preferred coding environment.

1 Imports instead of coding from scratch

2 No more copying and pasting styles. Everything is defined in a file

The screenshot shows a software interface for developing emails using MJML. On the left, there's an 'EXPLORER' sidebar with a tree view of email components like 'BASE Template', 'Components', 'Bodies', 'Headers', 'Footers', and 'creatives'. Two specific files are highlighted: 'WFH\_1.mjml' (under Bodies) and 'header-1.mjml' (under Headers). The main area has two panes: one for the MJML code and another for a 'MJML Preview' of the email layout. The preview shows the 'JOBHOLIX' logo at the top, followed by a heading 'Do you want to work from home?' and a list of benefits: 'More productivity', 'Less time on the road', 'Money save', and 'Less stress'. At the bottom of the preview, there's a link 'Check out jobs below'. A yellow warning icon with an exclamation mark is visible in the preview pane. The code editor shows the MJML code for the 'WFH\_1.mjml' file, which includes sections for the head, body, and various components like buttons and sections, with styling rules defined within the MJML tags.

# I analyzed and developed a new HTML email templating system to improve the business KPIs

Visitor engagement has increased in the first two months since launching

**15  
minutes**

Email development time. **Reduced from 3 hours for each template**

**Over  
126**

I created 3 headers, 3 footer and 14 body components resulting in a **minimum of 126 possible email combinations**

**20 %  
Increase**

Average **CTR increase** across all brands

Revising the templates every six months is crucial, as each ESP is constantly adding SPAM definitions that could impact the deliverability rate

# Product strategy and website redesign for a language school

Company: Hamersharp Lindavista

## Project Summary

Hamersharp operates 12 schools in Mexico City. Hamersharp Lindavista had the most students and courses. But, they noticed that language apps and reporting to Hamersharp were hurting sales. They hired me to redesign their website and find new business opportunities.

## Timeline & Team

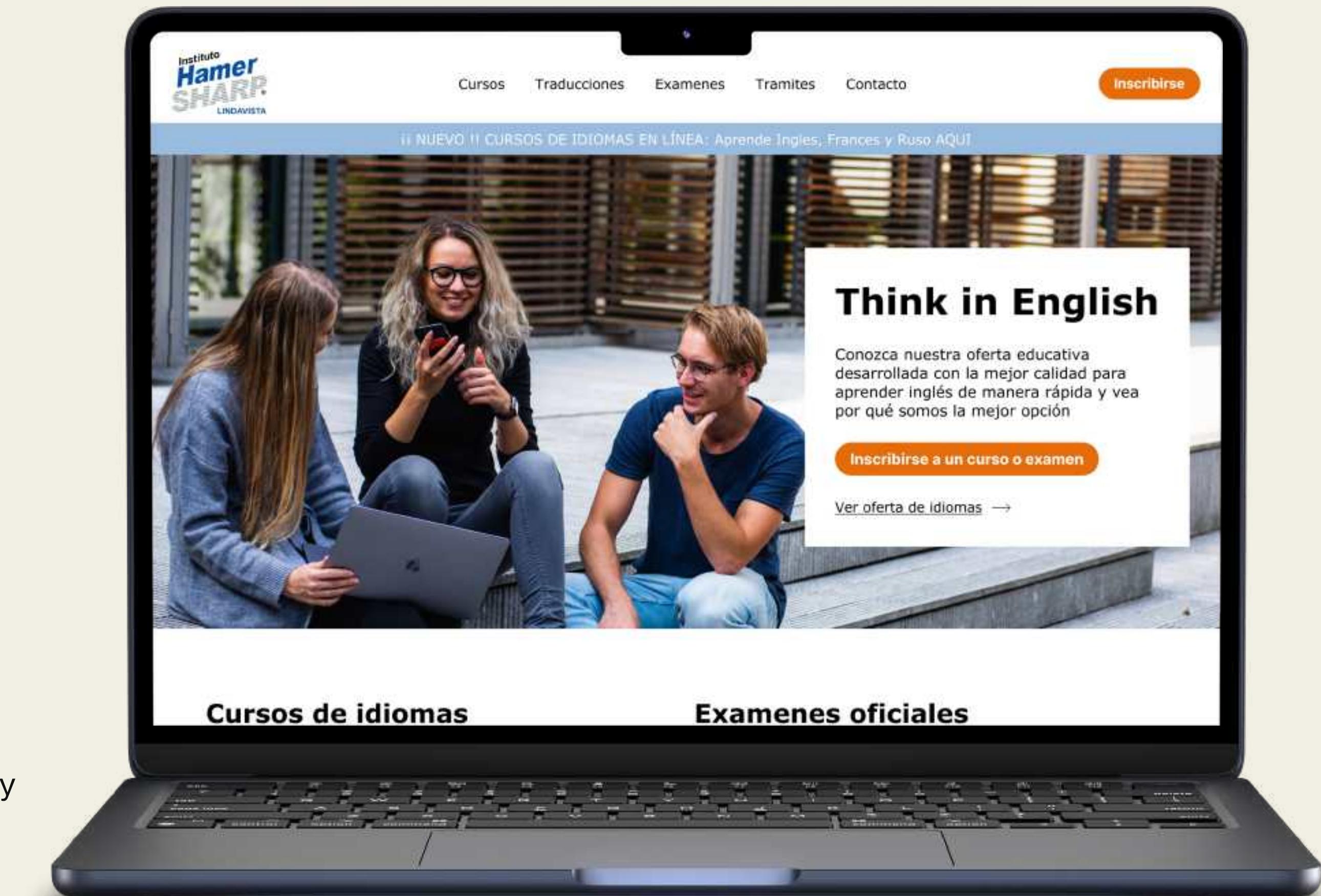
2-month project where I acted as designer and developer. I worked closely with the school owner and the principal.

## Responsibilities

- Product Strategy
- Experience Design
- Visual Design
- Front-End Development

## Results

- Hamersharp Lindavista increased TOEFL, IELTS, and DELF sign-ups by 50% in the first six months.
- Inquiry calls were reduced by 30%
- At the end of 2021, they decided to separate from Hamersharp.

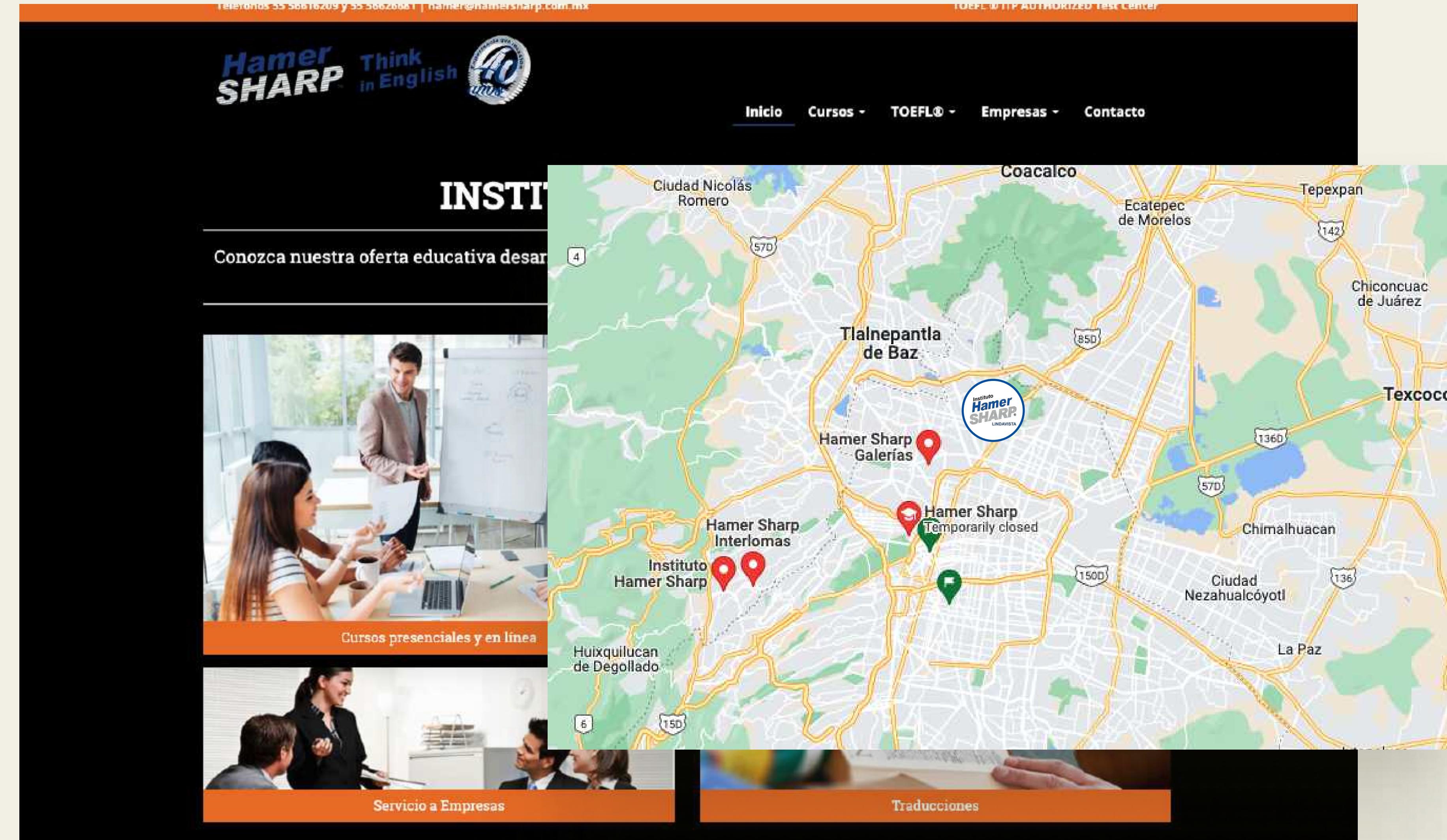


# Hamersharp is a franchise or language schools. HamerSharp Lindavista is the franchise leader in Mexico City

In May 2020, foot traffic to Hamersharp Lindavista slowed due to the pandemic. Fortunately, they had many remote and video programs, which helped them weather the closure.

However, the pandemic highlighted the weaknesses of Hamersharp's online presence as a chain.

Official exams and online programs were difficult to locate. To address this, we redesigned the website to appeal to online users and showcase the products that set them apart.



I redesigned HamerSharp Lindavista's website to update branding and highlight products that set them apart from other language schools.

**50%**

**increase**

---

In TOEFL, IELTS, and DELF  
sign-ups

**30%**

**decrease**

---

In general enquiry calls

# I was the sole designer and developer working closely with two of Hamersharp Lindavista's stakeholders: The principal and the owner, in a 2-month project

Weeks 1 - 3

## Research & Discovery

I interviewed the main stakeholders and planned and conducted usability tests and a branding audit.

I oversaw the survey of 40 students to understand why they had chosen Hamersharp Lindavista as their school.

Weeks 3 - 4

## Product Strategy

I redesigned the hammersharplindavista.com homepage, classes, and information architecture to align user and business needs better.

Weeks 4-6

## Experience Design

I decided to emphasize language exams instead of classes. During the interviews, it was revealed that exams were more profitable.

The survey reflected that it was one of the differentiating factors for people choosing HSL instead of other schools.

LAUNCH

## Product Design & Visual Design

I developed the website in WordPress so that HSL could make changes, such as exam dates, new courses, and new schedules.

# I interviewed the stakeholders and oversaw the survey of 40 students to understand HamerSharp Lindavista's unique proposition and site shortcomings.

## Stakeholders

I wanted to know how the website fitted into their marketing strategy. I wanted to discover why they wanted to break from the official branding and their best products to promote.

## Students

I asked the school personnel to survey students. Unfortunately, because the school was mostly shut down, I couldn't know when students would visit the school.

I wanted to know why they had chosen HSL instead of other language schools and if they used and how the website.

### Sample questions included:

- Why did you choose Hamersharp Lindavista?
- What is not available or easy to find on the website of all the school offerings?
- What was confusing on the website?

# This survey led us to discover that:

## **Most students planned on taking an exam**

Almost every student was preparing for an exam, and they hoped they could take it at HamerSharp Lindavista.

## **Students wished they could use the website more.**

They had to go to school or call to achieve simple tasks like paying tuition or choosing a new class schedule

## **Vital information was hard to find**

HamerSharp Lindavista was licensed to apply more test types than other language schools, but this information was hard to find. The majority of students thought only English exams were available.

# Taking from the survey discoveries and the business goals. I designed a new navigation and homepage that focused more on Hamersharp Lindavista's unique selling proposition

The screenshot shows the homepage of the Instituto Hamer SHARP LINDAVISTA website. At the top left is the logo "Instituto Hamer SHARP LINDAVISTA". The top navigation bar includes links for "Cursos", "Traducciones", "Examenes", "Tramites", and "Contacto". To the right of the navigation is an orange button labeled "Inscribirse" with a small green circle containing the number "1" above it. Below the navigation is a blue banner with the text "¡¡ NUEVO !! CURSOS DE IDIOMAS EN LÍNEA: Aprende Ingles, Frances y Ruso AQUI". The main content area features a photograph of three people (two women and one man) sitting outdoors, looking at a smartphone together. To the right of the photo is a white callout box with the heading "Think in English" and the text: "Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción". Below this is another orange "Inscribirse a un curso o examen" button with a green circle containing the number "1" above it. At the bottom of the callout box is the text "Ver oferta de idiomas →". On the far right, there is a vertical sidebar with the number "1" and the text: "I highlighted the main action. Students had a hard time signing up to courses or exams. I added a button to highlight the main action for visitors."

1

Inscribirse

¡¡ NUEVO !! CURSOS DE IDIOMAS EN LÍNEA: Aprende Ingles, Frances y Ruso AQUI

1

Instituto  
**Hamer**  
**SHARP**  
LINDAVISTA

Cursos Traducciones Examenes Tramites Contacto

Think in English

Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción

Inscribirse a un curso o examen

Ver oferta de idiomas →

1

I highlighted the main action. Students had a hard time signing up to courses or exams. I added a button to highlight the main action for visitors.

# I made the content easier to find by highlighting the most searched sections.



1

## Cursos de idiomas

Los alumnos conversan sobre temas de interés y adquieren un mayor dominio del idioma. Las [sesiones siempre son guiadas](#) por instructores con una preparación excelente, los cuales auxiliarán a los alumnos en todo momento. [Haz click aqui para conocer la oferta de idiomas](#)

[Ver oferta de idiomas →](#)

## Examenes oficiales

El Instituto HamerSharp es una escuela de idiomas autorizada como centro de aplicación del examen TOEFL® institucional por el [Instituto Internacional de Educación en México](#).

[Ver examenes oficiales →](#)

1

**Courses and exams are easier to find.** The two main reasons students visit the website we hard to find

Información general de Inglés para empresas

# Added pages for users to pay or ask for assistance.

The screenshot shows the original website layout. At the top, there's a header with the Hamer Sharp logo and navigation links for Inicio, Cursos, TOEFL®, Empresas, and Contacto. Below the header is a section titled "INSTITUTO HAMER SHARP" with a sub-section about educational offers. There are four thumbnail images: "Cursos presenciales y en línea", "TOEFL®, ITP, TOEFL® JUNIOR, y preparación TOEFL® iBT", "Servicio a Empresas", and "Traducciones".



The screenshot shows the updated website layout. A green circle labeled "1" is positioned above the header, which now includes a "Cursos" button. The main content area features a banner for "CURSOS DE IDIOMAS EN LÍNEA" and a "Think in English" section with a "Inscribirse a un curso o examen" button. A green circle labeled "2" is positioned above the "Inscribirse" button in the top right corner.

## 1 Simplified navigation to make pages easier to find

Instead of specific pages like TOEFL, I went a step above to make it easier to navigate. TOEFL turns into exams

## 2 Highlighted the main action.

Hamersharp needed an easy way to drive more exam signups. Students struggled finding how to sign up. A button with the main action was a low-hanging fruit

### Cursos de idiomas

### Examenes oficiales

# The original branding was outdated and did not reflect how the school had evolved. Therefore, I updated the branding components while following most original brand elements.

Instituto  
**Hamer**  
**SHARP**™

**Think**  
in English

**TOEFL iBT**  
ETS AUTHORIZED TEST CENTER

40  
años

**Inicio**  
**Cursos**  
**Cursos en Línea**  
**Examen TOEFL®**  
**Preparación en Línea TOEFL® iBT**  
**Examen TOEFL® Junior**  
**Examen TOEFL® ITP y Junior en Línea**  
**Servicio a Empresas**  
**Traducciones**  
**CERTIFICACIÓN**

**Conózcanos**

**Instituto Hamer SHARP** Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción [Aqui](#).

**Aplicación del examen TOEFL®**

Somos centro de aplicación del examen TOEFL® Institucional autorizado por el Institute of International Education más información [Aqui](#).

**Examen TOEFL® Junior**

**Traducciones**

Instituto  
**Hamer**  
**SHARP**  
LINDAVISTA

Cursos Traducciones Exámenes Trámites Contacto Inscribirse

!! NUEVO !! CURSOS DE IDIOMAS EN LÍNEA: Aprende Ingles, Francés y Ruso [AQUI](#)

**Think in English**

Conozca nuestra oferta educativa desarrollada con la mejor calidad para aprender inglés de manera rápida y vea por qué somos la mejor opción

[Inscribirse a un curso o examen](#)

[Ver oferta de idiomas →](#)

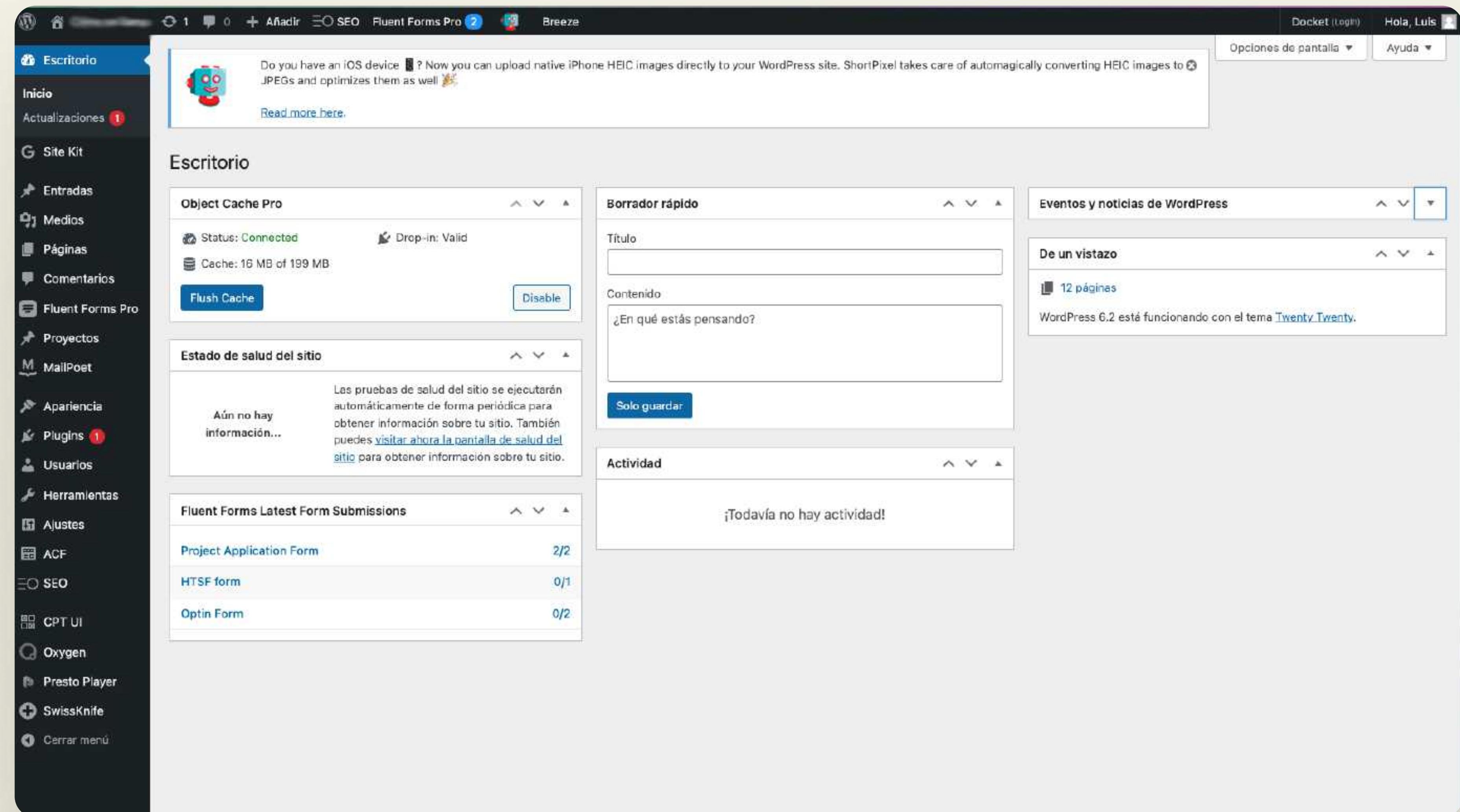
**Cursos de idiomas**

**Exámenes oficiales**

- Updated imagery
- Updated layout
- Updated font sizing
- Kept font in use and colors

# Developed the website in WordPress so that HSL could make changes

- HamerSharp stakeholders are not web savvy, but WP allows them to change dates and texts easily.
- Developing the website in WordPress lets Hamersharp host their website on almost any server.
- We were able to launch quickly.
- Hamersharp Lindavista is free to change its offering and reflect it on its website without asking for permission from Hamersharp.



I redesigned HamerSharp Lindavista's website to update branding and highlight products that set them apart from other language schools.

**50%**  
**increase**

---

In TOEFL, IELTS, and DELF sign-ups

**30%**  
**decrease**

---

In general enquiry calls

In February 2022, HamerSharp Lindavista separated from HamerSharp. They changed their name and are independent.

THANKS FOR YOUR TIME!

Want to hear more about my experience  
or what I'm looking for next?

Let's talk

**Luis Martinez** • [hola@lucheto.com](mailto:hola@lucheto.com) • 819 592 8435