Marcelo Mazza.

Front-end Developer & Web Designer from Buenos Aires, Argentina

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Work Experience

October 2015 to PRESENT - Airbrake.io (via Toptal) - Head of UX & Web Design

- Defined a visual identity and brought a cohesive experience between the different apps.
- Organized spaguetti Sass & Less codebase, defining structure and applying BEM principles.
- Gathered data and brainstormed ideas for new developments and features.
- Collaborated with the developers providing design support and CSS mentorship.
- Worked alongside the CEO and CTO in the development of new features and definitions of the roadmap.
- Technologies: Angular, Rails, HTML, Sass, Less, Grunt, CoffeScript, Git

June 2014 to June 2015 - Booking.com - UX Designer & Mobile Team Lead

Plannet earth's #1 accommodation site. Relocated to Amsterdam, the Netherlands. Booking.com is the biggest player of the Priceline Group (PCLN), U$S 6 billon revenue in 2013, leader e-commerce company side by side with Amazon and Ebay.

Designing, researching and experimenting, analysing the data input and combining it with the creative invention of solutions. Gathering business metrics and defining the impact of the improvements. Mobile design, optimization for EMK & PPC campaigns. Wireframes. A/B Testing. Web design. Fron-End Development.

April 2011 to May 2014 - Decolar.com - User Experience Manager

#1 e-commerce tourist site in Latin America. Keeping the site consistency across different Producs. Creating new features and thinking about new solutions to improve our current business. A/B Testing of new features. Interaction with large teams, including Product Owners and Back-End Developers.

Optimizing the front-end of the site, trying new techniques. Implementing Responsive Web Design.

Sketching, Usability Testing, Wireframing, Mocking, Designing and Coding the Front-End. Positively leading a 20 people team.

March 2010 to April 2011 - Zonaprop.com - Front-end Developer & Web Designer

Real estate e-commerce site.

Lead Designer responsible for the maintenance of the site, generating designs for new products and redesigning existing sections. Layout hand-coded CSS, cross-browsing, SVN repository management, Usability, SEO, UI Design, UX, standards compliant XHTML.

December 2008 to March 2010 - DeMotores.com - Zonaprop.com - Marketing Designer

EMK & landing pages marketing designer. Banners, newsletters and conversion oriented campaigns. Graphic Design

Previous experience

April 2007 to November 2008 - Business Executive in Deremate.com & Zonajobs.com - Dridco Group

October 2006 to March 2007 - Payments Manager - Vittal

January 2005 to October 2006 - Customer Service Executive - DeRemate.com

Skills

- HTML5
- JavaScript
- OOCSS, BEM, SMACSS
- Front-end Development
- Responsive Web Design
- Web & Business Data Analysis
- User Testing
- PHP

- CSS3 & preprocessors (LESS, SASS)
- jQuery
- Web & UI Design
- Versioning Systems (GIT, SVN)
- A/B Testing
- Usability
- Wordpress
- Adobe Creative Suite

Education

Studied Graphic Design and Motion Design at Universidad de Buenos Aires

Extras

My Tool Belt

Fireworks (RIP). Sublime Text 2 + Emmet (ex Zen Coding). LESS. SASS + Compass. Grunt (with LiveReload!). Bower. Yeoman. Modernizr. Git & Github.

I keep updated with

Blogs: A List Apart, Smashing Magazine, CSS Tricks, Netttuts+, 24 ways, CSS Wizardry and a lot more. Weekly news: Web Design Weekly, CSS Weekly, HTML5 Weekly, JavaScript Weekly, wpMail.me.

Hobbies

My work is my hobbie! (I swear I'm a happy guy :P). I keep reading and trying new UX things. I love reading. I love music. I love movies. I love traveling and knowing new places.

Contact me

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