OSKAR MARIJUAN

Digital Designer & UI Specialist

AI-Enhanced Front-end & Email Developer

Hybrid Tech Specialist with 25+ years expertise in Digital Design, Web Development, and Marketing. Expert in **AI Integration** to streamline creative workflows, automate asset generation, and optimize front-end production. Strong command of modern stacks (**HTML/CSS/JS, Alpine.js, Tailwind**) and data-driven optimization (**GA4**) to deliver high-conversion digital solutions within **Agile** environments.

PROFESSIONAL EXPERIENCE

Frontend Developer & Digital Designer
2022 - 2024

Newsenses (Media Agency) | Munich, (DE)

- Web development and maintenance for corporate clients (SPIE/ROBUR) using Elementor in WP, REST APIs, databases, and multiple GDPR-compliant data protection plugins.
- Management of email marketing campaigns and database migration; implementation of advanced analytics (GA4) and UX/UI optimization.
- Modular SFMC email templates, Litmus-tested for GULP (Randstad), optimized for deliverability and tracking.
- Creation of multimedia content using AI-driven tools, including scripted video editing in AF and AP.

Digital Designer
2021

Fossil Group EMEA | Bavaria, (DE)

- Design of Emails, landing pages and microsites for global EMEA campaigns for Fossil Group brands (Fossil, Skagen, and associated brands such as Armani, Diesel, Michael Kors...).
- Campaign data management in SalesforceMC and Workfront.
- Adaptation of creative materials for display ads and social media.

Freelance UX/UI & Web Designer
2018 - 2021

Munich (DE) - Madrid (ES)

- End-to-end design and implementation of online marketing campaigns.
- Wireframing and prototyping for various international clients.

Web & Email Designer / Frontend
2007 - 2017

RS Components | Madrid (ES) - London (UK)

- 2014-2017: UX design and testing of homepages as Global Designer, rolling out best-performing experiences and product-focused microsites (including Arduino and Raspberry Pi) to other markets.
- 2014: Agile CMS development, testing, and merchandising of GDB for UK and APAC/EMEA regions, including email automation using XML/XSLT templates.
- 2007-2014: Full development, maintenance, and optimisation of Iberia (ES & PT) websites and email templates.

Munich, Germany

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AI & AUTOMATION

- GPT-4 / Claude / Gemini
- Midjourney / Flux
- RunwayML / Luma AI
- v0.dev / Bolt.new
- Cursor AI / Copilot
- Workflow Automation

TECH & WEB

- HTML5 / CSS3 / JS
- Alpine.js / Tailwind CSS
- Handlebars.js
- WordPress / Shopware
- Figma / Adobe Suite

LANGUAGES

Spanish	Native
English	Advanced (C1)
German	Intermediate (B2)
Basque	Intermediate (B2)

FURTHER EDUCATION

2025 AI & Automation Training   *LLMs Hackator (Online)*
2024 Professional Coaching AVGS   *Profesco, Munich (DE)*
2022-24 Google Analytics / Email Marketing   *Bravo/Sendinblue (Online)*
2022-23 German Course   *BSK B2 Munich (DE)*
2009 EF English Courses   *Oxford (UK)*
2007-08 Web Designer & Media Designer   *Formatik, Madrid (ES)*
2003-04 Development of IT Applications   *IES Artabe II, Bilbao (ES)*

Portfolio: oskar-marijuan.web.app
LinkedIn: linkedin.com/in/oskarmarijuan