Mateo Keller Sarmiento

UX/UI Designer • Front-end Developer • Web Content Specialist

https://www.linkedin.com/in/mateo-keller/ | mateokellergms@gmail.com |
https://www.github.com/mateokeller | https://portfolio-mateokeller.vercel.app/

SUMMARY

UX/UI designer with 5+ years of experience crafting responsive websites and digital products for startups and brands. Specialized in Framer, Figma, and front-end development. Strong collaborator with a background in CMS and content operations (Mazda, Ford).

EXPERIENCE

Content Manager @ VML - Mazda USA   March 2024 - Present

Responsible for creating and curating impactful web pages using Optimizely CMS. Collaborate with the California-based team on all Mazda US web content, ensuring brand alignment and high-quality digital output.

- Update and maintain live content based on client-provided material.
- Analyze, QA, and validate assets to ensure a flawless publishing process.
- Help ensure consistency, accuracy, and brand coherence across all updates.

Product Designer @ Self-Employed   January 2020 - Present

Freelancing with start-ups and SMBs to create digital solutions across design and development.
- Delivered full-scope branding, UX/UI, and development for multiple clients.
- Built live websites using **Framer** and animation features.
- Guided clients through product planning, user flow design, and technical feasibility.
- Created responsive, interactive front-end interfaces with a focus on usability.

UX/UI Designer @ Recomendatos   December 2023 - December 2024

Key contributor in the design and growth of a home services hiring platform.

- Designed a cohesive user interface and experience for web and mobile platforms.
- Identified UX issues and helped resolve user flow inefficiencies.
- Built a unified design system to standardize visuals and improve team efficiency.
- Implemented WCAG-compliant design practices to ensure accessibility across devices.

Content Editor @ Wunderman Thompson - FORD   April 2023 - March 2024

Managed web content creation using AEM for Ford's US and Canadian websites.
- Produced dynamic and responsive pages in alignment with Ford's digital strategy.
- Conducted QA and troubleshooting in coordination with development and QA teams.

EDUCATION

Multimedia Design @ UADE   August 2019 - July 2024

- Learned how to tackle challenges such as Information Architecture, User Experience (UX), User Interface (UI), and Web Design. My goal was to master the dynamic language of multimedia, preparing to provide effective communication solutions for the demands of contemporary audiovisual media.
- Average grade of 8.

Full Stack Web Development @ UDEMY Academy   August 2020 - July 2021

- Acquired proficiency in cutting-edge technologies, including Javascript, Typescript, React, Next, Redux, and Web3 development.
- Learned and implemented professional developer best practices.
- Learned Node, Express, and several databases such as MongoDB, PostgreSQL and MySQL.

Fluent in English, Spanish and Portuguese.

PROJECTS

Product Hunt Clone   https://producthuntnext-amber.vercel.app/

- Next.js Framework: Leveraged the Next.js framework for efficient and server-rendered React applications.
- Firebase Integration: Integrated Firebase for real-time database functionality and user authentication.
- Responsive Design: Ensured the clone's responsiveness for a seamless user experience across devices.

MCF Studio   https://mcf.framer.website/

- Design of a website using Framer
- Implemented a modern and user-friendly design, focusing on improved navigation and visual appeal.
- Utilized HTML, CSS, and Javascript to enhance the website's responsiveness and interactivity.

ADDITIONAL INFORMATION

Programming languages
- Javascript/Typescript (2 years)
- HTML/CSS (4 years)

Technologies
- React (2 years)
- Next (2 years)
- Node (2 years)
- Express (2 years)
- Databases - MongoDB, PostgreSQL, MyQL (2 years)
- Optimizely / Epi Server
- AEM

Design Programs
- Figma
- Framer
- Photoshop
- Illustrator
- InDesign
- AfterEffects