



OSCAR ESPINOSA

DIGITAL MANAGER & UX/UI LEAD

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Digital Manager & UX/UI Lead with over 10 years of experience leading digital strategies, frontend development, and experience design for consumer brands, foundations, and media. Expert in Webflow, React, HTML/CSS, and Figma, with a background in digital marketing and automation with Python.

I have led multidisciplinary teams in projects that achieved:

+45% growth in international traffic
Average CTR of 5-6% in Ads
30% reduction in operational time through automation

PROFESSIONAL EXPERIENCE

DIGITAL COORDINATOR

CDMX, USA (MIAMI) JUL

2023 - PRESENT

Mezcales Casa Armando
In charge of the digital strategy for 9 brands (Zignum, El Recuerdo, Señorio, Mayawell, Fonda Doña Leonor, Fundación DARV, Metchi, Upper, Cageers). Led a team of 5 in design, video, and digital traffic.

- Built and managed 4 multilingual Webflow sites, boosting international traffic by over 45%.
- Led Meta & Google Ads campaigns with an average CTR of 5-6% and increased followers by 30% (Recuerdo) and 25% (Zignum).
- Implemented CRM automation with Python/Mailchimp, cutting management time by 30%.
- Supervised the creation of over 200 monthly creative pieces (design, video, and copy).
- Led a team of 5 and managed communication in Mexico and the U.S.

SR. DESIGNER & DEVELOPER

CDMX

Grupo Salinas:

FEB 2019 - JAN 2023

Dicio / Elliot / Accionamos Tus Datos

Redesigned digital platforms and managed communication for corporate, tech, and AI projects.

- Dicio (facial biometric AI): I developed the website and managed campaigns with external agencies, optimizing qualified leads.
- Elliot: I migrated the web from Vue.js to static HTML, enhancing load speed by over 40% and cutting maintenance costs.
- Accionamos Tus Datos: I implemented a B2B digital strategy focusing on SEO, improving search engine positioning.
- Created design systems in Figma that reduced creative production time by 20%.

ART DIRECTOR

CDMX

Live 13.5

OCT 2018 - FEB 2019

- I led creative campaigns for gamification marketing and institutional materials.
- Designed interactive experiences that boosted event participation by over 30%.
- Implemented SMART objectives in internal projects, achieving greater deliverable efficiency.

SR. VIDEO EDITOR

CDMX

Capital 21 (CDMX Government)

OCT 2017 - OCT 2018

- I produced and edited audiovisual content for news and live broadcasts, adhering to strict deadlines.
- Enhanced editorial and technical consistency in broadcasts, ensuring on-air quality.

JR. DESIGNER

CDMX

Concepto Móvil

NOV 2015 - SEP 2017

- I created visual assets and animations for mobile platforms.
- Initiated my journey in UX: learned information architecture and scalable interface design.