



pablo grillo

User Experience Designer with a demonstrated history of working in the leisure, travel & tourism industry. Skilled in UI design, User Tests, Conversion Rate Optimization and Front end Technologies.

contact

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work

- 2016 → **ROIBACK**
Mobile UX Designer, Conversión Rate Optimization
Front-end Supervisor, working with emphasis in scalability & readability.
- 2014 → **YOURTTOO.COM | OPENMARKET.TRAVEL**
Co-Founder and CTO, providing technical vision for the Business Development of the company, building and managing the tech team, coordinating vendors, etc.
- 2013 → **ACCENTURE INTERACTIVE | FJORD**
External Services Provider | Web Designer
Front-End Trainer | High Traffic Ecommerce Sites
Conversion Rate Optimization
- 2011 → **ORIZONIA TOUROPERATORS**
Reporting directly to the head of Marketing and Product. UX / UI / Analytics / Project Manager

education

- 2012 → **USER EXPERIENCE DESIGN
HUMAN COMPUTER INTERACTION**
Universitat Oberta de Catalunya
- 2008 → **IMAGE & SOUND DESIGNER**
Universidad de Buenos Aires
- 2006 → **GRAPHIC DESIGNER**
Universidad de Buenos Aires
(two years completed)
- 2004 → **COMPUTER SCIENCE**
Universidad de Buenos Aires
(two years completed)

teaching

- 2009 → **BROADCAST MEDIA AND MARKETING**
Image and Sound Design
Universidad de Buenos Aires

courses

- 2017 → Design Thinking & Innovation
- 2013 → Technology Based Entrepreneurship
- 2013 → Google Adwords Fundamentals
- 2011 → Tourism 2.0, On-line Reputation
- 2011 → Designing a marketing plan for e-tourism
- 2010 → Analytics and measurement in online marketing
- 2010 → Project Management
- 2007 → RIA, Rich Internet Applications
- 2007 → Information Architecture

skills & knowledge



User Experience



User Interface



Design Thinking



Data Analytics



Front End



User Testing