

# ROCIO DIAZ RAMOS

## Web Designer & Front-End Developer

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Portfolio: rociodiazportfolio.com

LinkedIn: linkedin.com/in/rociodiazramos - GitHub: github.com/rodiramo



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Multilingual front-end developer & UI/UX designer building fast, accessible web experiences.

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## CORE SKILLS

**Front-End:** HTML5/CSS3, Responsive UI, JavaScript (ES6+), React.

**Back-End & Data:** Node.js, MongoDB, MySQL, Firebase.

**Design & UX:** Figma, Prototyping, Design Systems, Accessibility, SEO basics.

**Hardware:** Experience with microcontrollers like Raspberry Pi.

**Other:** PHP (Laravel), API integration, Digital marketing basics.

**Languages:** Spanish (Native), English (Fluent), German (Fluent), French (Basics), Swedish (Basics)

## EXPERIENCE

### Volunteer Web Designer - Robol Solutions

2023 - 2024

- Led visual design in Figma and collaborated closely with developers to ship responsive, pixel-accurate marketing pages.
- Built a token-based design system and reusable component library in Figma (Variables, Auto Layout).
- Prepared dev-ready specs/redlines; streamlined handoff and QA.
- Met Lighthouse targets  $\geq 95$  for performance & ally across key pages.

### Freelance Web Designer - Jumping

2024

- Designed product UI and supporting website sections with a focus on clarity, motion, and mobile-first flows.
- Defined visual language, typography scale, and iconography.
- Delivered responsive components and variants; improved conversion on key screens.
- Partnered on implementation and polish across breakpoints.

## EDUCATION

### Advanced Technician in Web Design and Development | Argentina

02/2021 - 08/2025

Da Vinci Escuela Multimedial

- Full-stack foundations (React, Node, MongoDB, PHP/Laravel), UX/UI, SEO, APIs, Digital marketing.

### Exchange Student | Stockholm, Sweden

07/2017 - 08/2018

### Highschool in Social Sciences | Ushuaia, Argentina

02/2012 - 12/2018

## SELECTED PROJECTS

### Navippon – Travel Planner

2024 – 2025

- React + Node + MongoDB + Google Maps API
- Location search, saved spots, and day-by-day itinerary planning.
- Custom map markers/clustering; keyboard-friendly interactions.
- Offline-ready saved itineraries; accessible contrast and states.

### Top Carteras – E-commerce UI (2024)

2024 – 2025

- Figma — PLP, PDP, Cart, Checkout
- PLP filters and Quick Add for speed; PDP variant clarity and micro-interactions.
- Checkout trust patterns (badges, delivery promise) and reduced friction.

## OTHER WORK EXPERIENCE

### DM Drogerie Markt | Sales Associate | Hamburg

09/2024 – Present

- Provide excellent customer service by assisting customers with product inquiries and purchases.
- Managing cashier operations, including handling transactions and ensuring accurate end-of-day reconciliations.

### Wolsdorff Tobacco | Sales Assistant | Hamburg

02/2024 – 06/2024

### Amazon Logistik | Workforce Staffing Assistant | Winsen (Luhe)

04/2023 – 12/2023

- Gained hands-on experience in warehouse operations, product handling, and distribution, learning the core processes of Amazon's logistics system.
- Transitioned to a recruitment-focused role, conducting interviews, assessing candidates, and handling staffing documents.
- Managed recruitment logistics, ensuring efficient and effective candidate selection processes for warehouse roles.

### Cultural Exchange as an Au Pair | Frankfurt am Main

08/2021 – 10/2022

### La Cabana Resort | Waitress | Ushuaia, Argentina

08/2019 – 12/2020

### Estudio Austral | Accounting Assistant | Ushuaia, Argentina

01/2019 – 03/2019