

Juan Miguel Mifflin Rodriguez

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WEB & APPLICATION UX/IU DESIGNER

I'm a UX and UI designer with over 12 years of experience. I've been responsible for redesigning projects for brands with over 25 years in the market, as well as creating projects from their initial stages. I've implemented A/B tests for continuous conversion improvement, designed internal systems to enhance communication processes, and developed digital projects to optimize sales through digital channels.

WORK EXPERIENCE

Nov 2013 - Present

Latin America for Less | Peru for Less | Inca Expert • Full-time Content & Design Supervisor / Marketing Supervisor

- Website Redesign, UX/UI, and Optimization**
 - Led the redesign and optimization of three major tourism websites (Peru For Less, Latin America For Less, Inca Expert Travel), attracting 90,000 monthly users and contributing to annual revenues exceeding \$16 million.
 - Designed and Created Inca Expert Travel, which now generates over \$7 million annually, representing nearly 40% of company sales.
- A/B Testing and Website Performance Enhancement**
 - Initiated and managed web and social A/B testing, significantly enhancing webpage performance. These improvements led to better CTA effectiveness, higher form conversion rates, optimized page structure, and streamlined website elements.
- Development of 'Playto' Sales System**
 - Pioneered the development of 'Playto,' a personalized package proposal system for the sales team, resulting in doubled sales closures and expedited proposal delivery. This system also provides crucial data for ongoing sales process optimization.
- Creation of 'Biblio' Hotel Search System**
 - Designed 'Biblio,' an internal hotel search tool, facilitating efficient access to information from hundreds of partner hotels.
- Newsletter Design and Implementation**
 - Managed the design and implementation of newsletters for a 60,000-strong database, significantly boosting communication efficacy. Conducted A/B testing to refine content, doubling conversion rates through this channel within a year.
- Video Content Implementation**
 - Spearheaded the integration of video content across digital platforms, enhancing user engagement and experience in the tourism industry.
- New Web Packages and Product Development**
 - Led the design of innovative travel packages catering to diverse interests such as Foodie, Solo, Honeymoon, and Sustainable Travel. Promoted corporate social responsibility through the Regenera partnership.
- Merchandise Design and Implementation**
 - Orchestrated the design and launch of branded merchandise, including books, reusable bottles, bags, maps, cards, and folders, enhancing brand visibility and customer engagement.

PROJECTS

2009 - 2021

Design and development projects

- ADA Gallery:** Virtual gallery of art and design by the renowned architect Rafael Freyre.
- Casa Cerrada, ojos abiertos:** Digital Photography Exhibition, PUCP Students.
- Maitane nido:** Website of Maitane Nursery.
- Marianela Vega:** Website of the award-winning Peruvian filmmaker Marianela Vega.
- Vitalinti:** Website and shopping cart for a superfood exporting company.
- Museo JC Mariategui:** Multimedia on the correspondence of the intellectual JC Mariategui.
- LUM (Lugar de la Memoria):** Multimedia on the timeline of key events for the LUM.
- Claudia Rivas diseñadora:** Website showcasing the works of designer Claudia Rivas.
- Javier Saito arquitecto :** Website showcasing the works of architect Javier Saito.
- Graña y Montero:** Video system for a contest in a company with 10,000+ employees.
- Repsol:** Website for a community photography project in indigenous populations.
- El gato Espacial:** Website for the clothing brand "El Gato Espacial" (The Space Cat).
- GMS:** Website for a company specializing in courses on logistics and port security.
- Lucco:** Website for the clothing brand Lucco.
- Lucia Cuba:** Website for the fashion designer and artist Lucia Cuba.

EDUCATION

Bachelor's degree in Communications with a specialization in Advertising.
The Pontifical Catholic University of Peru

Diploma in Internet Business Specialization
Ricardo Palma University

SKILLS

Artistic Direction · User Experience Design (UX) · User Interface Design (UI) · MailChimp · User Interface Design · HTML5 · CSS · Web Development · Graphic Design · Figma · Photoshop · Illustrator · Communication Skills · Content Marketing · Google Analytics · English · Spanish · Tailwind · Github

REFERENCES

Monique Loayza
• Global Operations Manager, ExperienceFirst
• Ex. General Manager @ Peru for less, Inca expert and Latin America For Less

Manuel Sanchez-Palacios
• Head of performance Marketing @ Bald.agency
• Ex. Marketing Manager @ Peru for less, Inca expert and Latin America For Less

Manuel Vigo
• Operations Manager @ Haystack News
• Ex. Marketing Manager @ Sata Travel

Clement Taquet
• Founder Concrete Jungle Foundation
• Ex. marketing manager @ Inca expert

Gabriella Smith
• Product Designer at @ Icelolly and TravelSupermarket
• UX Designer and Social Media @ Peru for less, Inca expert and Latin America For Less
