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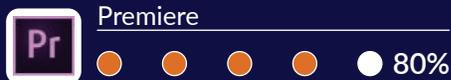
📍 Orlando - Florida

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Skills



Development



Analitics and Digital Marketing



Cesar López

Industrial and Graphic Designer, UI/UX Developer, expert in digital marketing and business development, with more than ten years of experience in the industry, expert in management of the complete design process, from conceptualization, production, to delivery. Experience in development and business intelligence processes. Involved in product testing and team work coordination, management, and development of new business opportunities.

Experience

UX/UI Developer

Orlando - Florida

GlobeChek LLC

07/2020 - Currently

- Responsible for create wireframes, assets, creative materials for web, desktop and mobile devices.
- Translate designs and wireframes into high quality code.
- Optimize components for maximum performance across a vast array of web-capable devices and browsers.
- Build reusable components and front-end libraries for future use.
- Design and write software technical specifications, write software code and perform unit testing.
- Work with business units to improve efficiency and remove barriers in applications.
- Document processes for development projects

UX/UI Designer

Kissimmee - Florida
Bogotá - Colombia

Brain Group LLC

01/2015 - 06/2020

- Create clear ideas, concepts, code and designs using creative assets from beginning to end.
- Conduct interviews, user surveys, and usability tests
- Creates site layout/user interface from provided design concepts by using the best standard practices, including placement and layout of web site pages given client provided content.
- Provides guidance and training on best practices for web development and our Digital Platform Training.
- Work with designers, product owners, and stakeholders to ensure accurate product delivery.
- Prototypes and wireframes creation, Building reusable code for future use
- Optimizing landing pages for maximum speed and scalability

Digital Marketing Manager

Bogotá - Colombia

Trade Line S.A.S

08/2010 - 06/2015

- Create, and manage execution of social/digital strategies and our clients across social and digital media channels.
- Manage all budgets and plans for the clients, to ensure all marketing goals are met and exceeded.
- Performing business gap analysis, requirement evaluations, design and development of project plans, cost estimating and tracking, production of documentation and deliverables, coordination and implementation of applications.
- Maintain knowledge of the latest developments in social/digital/advertising/analytical trends and platforms with an eye toward incorporating new ideas and emerging tools to further advance our agency and clients.

Education

Industrial Design

Universidad de los Andes

01/2003 - 11/2008

Bogotá - Colombia

Mechanical Engineering

Universidad de los Andes

01/2003 - 3rd year

Bogotá - Colombia

Certificates

Master en JavaScript: JS, jQuery, Angular, NodeJS

Udemy

11/2020 - Currently
USA.

VUE

Vue Mastery

08/2020 -Currently
USA

Advanced Html 5 - CSS

Udemy

01/2017 - 11/2017
USA

Social Networks Business

Cymetria Training

01/2013 - 06/2013
Bogotá - Colombia

Languages

Spanish



English

