

Román Saavedra

UX DESIGNER FRONT END DEVELOPER

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CDMX

WORK EXPERIENCE

WEB DESIGNER AND DIGITAL MARKETER | FREELANCER

2017-2020

I help pymes and small business to increase their sales with:

Google Ads campaigns & SEO

Facebook ads

Landing pages with A/B testing

Web design and front end development with code or wordpress

UX/UI DESIGNER | EL COLEGIO DE MÉXICO

2014-2019

I planned and designed two CMS platforms about a book collection of Mexico history. Also I designed and developed an interactive ebook collection (epub 3 format).

Deliveries:

Information architecture, user flow, wireframes, prototypes, UI design, user testings.

DIGITAL DESIGNER | SSIA ESTUDIO DE CREATIVIDAD INTERACTIVA

2013-2014

Creative content, illustration and digital design for Post-it and Nexcare social media.

JOB SKILLS

DESIGN

Adobe XD

Figma

Illustrator

Invision

Marvel

Photoshop

Sketch

Zeplin

CODING

HTML

CSS

Sass

Bootstrap 4

Javascript ES6

Wordpress

MARKETING

Google Ads

Google Analytics

Optimize

SEO

Search Control

Tag manager

METHODOLOGIES

Agile

Atomic Design

Design Thinking

Design Sprint

Mobile First

Scrum

EDUCATION

UX DESIGN & FRONT END DEVELOPER

Bedu Bootcamp Jul - Dic 2019

SEARCH MARKETING (SEO & GOOGLE ADS) COURSE

Simulador de vuelo la escuela de creativos | 2018

CONCEPTUALIZING ADVERTISING IDEAS WORKSHOP

Simulador de vuelo la escuela de creativos | 2012

BACHELOR OF GRAPHIC DESIGN

Universidad Tecnológica de México

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