

# Cesar Diaz

UX/UI and Human Interface Design • Product Designer • Website Consultation • Digital Designer

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## Experience

### The Digital Embassy

UX/UI Digital Designer  
Ago 2021 – Present

TDE is a web development agency. Some of my functions are: Providing creative and human-centered design-led solutions in digital mediums such as websites, web apps, intranets, etc. Problem-solving aptitude in User Experience (UX), Responsive Website and User Interface Design (UI), Wireframing and Prototyping concept design, User journeys, HTML/CSS coding and Corporate Identity Design.

### Bold Web Design Adelaide

Web Designer  
Apr 2021 – Jun 2021

BWD is a web design agency. I was in charge of design and Develop WordPress websites and eCommerces using page builders, customising pre-existing WordPress themes. Select a WordPress theme that is suitable based on the clients' brief, configuring WordPress plugins, import products into WooCommerce. Launch websites, including setting up email and website hosting.

### Freelance at Cediazlab

Founder and Designer UX/UI  
Feb 2015 – Apr 2021

This is the agency that I founded in 2020, due I was handling several clients around the world. My role was founder and designer. Some of my functions were the following: Designing and Developing WordPress websites and e-commerces using page builders. Configuring WordPress plugins. Launching websites, including setting up email and website hosting. In addition, all the administrative part, quotes, presentations, invoices, etc.

### Digital Active Strategies

Digital and Web Designer  
Jul 2015 – Sep 2016

DAE is a Digital Marketing and web development agency. It was my first job as a web/digital designer. Some of my functions were: Websites manager of Berlitz account. www.berlitz.com.co and Latin America (.ar .ec .ve .cl .pe). Development of landing pages (HTML, CSS). Preparing sketches, diagrams and layouts to communicate design concepts. Creation of digital graphic for Social Media, among other things.

## Studies

### Greenwich College

Diploma of Marketing and  
Communication - 2018

Continuing with my first course, I embarked on studying a diploma in Marketing and Communications, I wanted to complete my process as a communicator. In this course I was able to learn and apply concepts of Digital Marketing.

### Platzi

Product Designer - 2018

Platzi is the largest digital remote teaching platform in Latin America, its slogan is "Never stop learning. I started and finished the Product Design course where I learned the basic concepts to become a product designer.

### Greenwich College

Certificate IV of Marketing and  
Communication - 2017

My first study in Australia was at this College. I did the Certificate IV in Marketing and communication, this was to be able to complement and also increase my skills as a designer. y skills as a designer.

### University Escuela de Artes y Letras

Bachelor degree of Graphic  
Designer - 2014

This university was where I graduated as a graphic designer with an emphasis in management. I got very good results in the different subjects and an outstanding degree project.

## Skills and Knowledge

Figma  
Maze  
Adobe XD  
Notion App  
Hotjar  
Sketch  
Miro  
Adobe

Illustrator  
Adobe Photoshop  
Wordpress  
WooCommerce  
CSS / HTML  
Joomla  
Boostrap  
Foundation

Google Tag  
Manager  
Mailchimp