

Cesar Diaz

Product Designer & UX/UI and Human Interface Design

Designer emerging technologies, with a passion for **making beautiful UI's**.

Experience

The Digital Embassy

UX/UI Digital Designer Ago 2021 — Present

My primary responsibility is to provide innovative and **human-centered solutions** that cater to the needs and expectations of users. I specialize in creating comprehensive **user journey maps**, **low fidelity mockups**, **wireframes**, and **prototypes** that enable clients to visualize the final outcome of their projects. Additionally, I have expertise in **developing design systems**, **component libraries**, and **design patterns** that facilitate consistency and efficiency across multiple platforms. In my role, I also engage in problem-solving in areas such as **User Experience (UX)**, **Responsive Website and User Interface Design (UI)**, **HTML/CSS coding**, and **Corporate Identity Design**. Overall, my aim is to deliver exceptional design solutions that enhance the user experience and ultimately drive business success.

Bold Web Design Adelaide

Web Designer Apr 2021 — Jun 2021

As a member of the team at BWD my primary responsibility was to **design and develop WordPress websites and eCommerces** using page builders and customizing pre-existing WordPress themes to meet clients' specific needs. This involved carefully selecting a WordPress theme that aligned with the client's brief, configuring WordPress plugins, and importing products into WooCommerce. I was also responsible for **launching websites, including setting up email and website hosting**.

Freelance at Cediazlab

Founder and Designer UX/UI Feb 2015 — Apr 2021

In 2020, I founded an agency due to the high demand for my services from clients around the world. As the founder and designer of the agency, I was responsible for a range of functions, including designing and **developing WordPress websites and e-commerces** using page builders, configuring WordPress plugins, and **launching websites, including setting up email and website hosting**.

Digital Active Strategies

Digital and Web Designer Jul 2015 — Sep 2016

At DAE I began my career as a **web/digital designer**. As the Websites Manager of the Berlitz account, I was responsible for managing the **www.berlitz.com.co** website and its Latin American counterparts in countries such as Argentina, Ecuador, Venezuela, Chile, and Peru. I also developed **landing pages using HTML and CSS** and prepared sketches, diagrams, and layouts to communicate design concepts effectively. In addition, I was involved in creating **digital graphics for Social Media** and other digital platforms, among other things

Contact

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Studies

Greenwich College

Diploma of Marketing and Communication - 2018

Platzi

Product Designer - 2018

Greenwich College

Certificate IV of Marketing and Communication - 2017

University Escuela de Artes y Letras

Bachelor degree of Graphic Designer - 2014

Skills and Knowledge

UX/UI

Figma
Maze
Notion App
Hotjar
Sketch
Miro

Visual Design

Adobe Illustrator
Adobe Photoshop
Adobe Indesign

Coding & CMS

Wordpress
WooCommerce
CSS / HTML / JS
Joomla
Bootstrap
Foundation

Digital Marketing

Google Tag Manager
Mailchimp
Google Analytics