

Cesar Diaz

Product Designer & UX/UI and
Human Interface Design

A tech-savvy designer who loves
exploring new technologies and creating
visually **stunning user interfaces**.

Experience

The Digital Embassy

UX/UI Digital Designer
August 2021 — Present

- My main responsibility is on creating innovative solutions that prioritise user needs and expectations.
- As part of my responsibilities, I collaborate with cross-functional teams to create wireframes, interactive prototypes, and visual designs that align with user needs and business goals.
- Additionally, I ensure that all product features and functionality are creatively designed to meet customer requirements.
- I am responsible for generating design quotes, reports, and solutions to effectively address client needs, among many other things.

Bold Web Design Adelaide

Web Designer
April 2021 — Jun 2021

- As a member of the team at BWD my main responsibility was designed and developed WordPress websites and eCommerces using page builders and customizing pre-existing WordPress themes to meet clients' specific needs.
- Selected a WordPress theme that aligned with the client's brief.
- Configured WordPress plugins to add functionality to the website.
- Imported products into WooCommerce.
- Launched websites, including setting up email and website hosting, among many other things.

Freelance at Cediazlab

Founder & Designer UX/UI
February 2015 — Present

- In 2020, I founded an agency as the founder and designer of the agency, I was responsible for:
- Creating and launching WordPress websites and e-commerce with plugin configuration and email/website hosting setup.
- Utilize various marketing and sales techniques such as networking, advertising, and social media to acquire new clients and increase business revenue.
- Develop business proposals, prepare quotes and estimates, generate invoices and produce reports to ensure efficient and effective project management, among many other things.

Digital Active Strategies

Digital and Web Designer
July 2015 — Sept 2016

- As the main point of contact for Berlitz, I managed the website for Berlitz Colombia and its Latin American counterparts in countries such as Argentina, Ecuador, Venezuela, Chile, and Peru.
- I designed and developed landing pages using HTML and CSS, created effective design sketches, diagrams, and layouts.
- Additionally, I created digital graphics for social media and other digital platforms, among many other things.

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

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