

Cesar Diaz Rodriguez

User Experience, User Interfaces & Product Designer

Bringing ideas to life through intuitive and engaging designs, I mix creativity with technology (AI) to build user experiences that feel seamless and inspiring. I'm always exploring new innovations to keep my work fresh and impactful.

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Experience

UX/UI Designer - The Digital Embassy

Adelaide, Australia - Aug 2021 to Sep 2024

- Developed 16+ innovative solutions, including redesigned onboarding experiences, responsive websites, and comprehensive brand guidelines, that increased user satisfaction by 120% and reduced development time by 30% through iterative design processes, in-depth user research, and improved cross-functional collaboration.
- Delivered 2 design systems that created a consistent user experience across all products and significantly improved development efficiency by reducing development and remediation time by 60%.
- Optimized the quotation process, I generated a significant number of customized proposals tailored to each client's specific needs, resulting in a 15% increase in conversion rates over a 3-year period.

Web Designer - Bold Web Design Adelaide

Adelaide, Australia - Apr 2021 to Jul 2021

- Spearheaded the development and launch of 15+ custom WordPress websites and e-commerce stores, achieving a 98% client satisfaction rate as measured by post-project surveys.
- Streamlined development processes by selecting and customizing themes within a 1-week timeframe, resulting in a 20% reduction in development time for DEAFMETAL Australia.
- Successfully implemented and configured a variety of plugins, including WooCommerce, to enhance website functionality, ensuring timely project delivery and exceeding client expectations.

Founder & Designer UX/UI - Freelance at Cediazlab

Melbourne, Australia - Feb 2015 to Present

- Founded and successfully operated a digital agency since 2020, growing the client base by 200% in 3 years.
- Successfully designed, developed, and launched over 30 custom WordPress websites and e-commerce stores, achieving a 95% client satisfaction rate, as measured by post-project surveys.
- Implemented diverse marketing and sales techniques, including Google Ads, Meta Ads campaigns, email marketing, and content marketing, resulting in a 30% to 120% increase in revenue within the first year of operation.
- Managed projects from inception to completion, including developing business proposals, preparing quotes and estimates, generating invoices, and producing reports, ensuring efficient and effective project management and guaranteeing timely project delivery.

Studies

Master's Degree in User Experience for the Design of Digital Products and Services

UDIT University of Design, Innovation and Technology
- Madrid, Spain - 2024/25

Product Design (UX/UI) Course

Designerup.co - 2024

Certificate IV and Diploma of Marketing and Communication

Greenwich College - Melbourne, Australia - 2017 to 2018

Bachelor degree of Graphic Designer

University Escuela de Artes y Letras - Bogotá, Colombia - 2009 to 2014

Software Skills

Figma
Maze
Notion App
Miro

Adobe Illustrator
Adobe Photoshop
Adobe Indesign

Wordpress
WooCommerce
CSS / HTML / JS

Google Tag Manager
Mailchimp
Google Analytics