

Andres Arigon

UI/UX Designer and Front-End developer

I am available to change place of residence.

EXPERIENCE

UX / UI Designer & Front End Developer

Contrado, London, England

MAY 2017 - Present

UI/UX design and front-end development

- Responsible for UX research trying to understand the user behavior and translate internal and external feedback into intuitive solutions, creation of personas and scenarios (Stakeholders interview, Competitive Analysis)
- Manager for the interaction design, designing user flow/journey, architecture information (Card Sorting, Usability Tests, A/B Tests, Tree Tests)
- Responsible for the creation and design of wireframing, mock-ups and prototypes using some of the most modern software: Invision, Adobe Experience Design, Photoshop. Crafting and drawing prototypes..
- Manager for the design, revamp and frontend development from scratch (HTML5, CSS3, SASS/SCSS, JQuery (functional level), Javascript (functional level) of the different user interfaces. With special focus on the complete revamp of our internal CMS UI/UX. Check it out on: <https://goo.gl/vpNK4B>
- Designing and developing of new websites / landing pages and revamping current pages. Writing the code from scratch.
- Responsible for the user testing and optimization of the final product before its official launch (Usability test, A/B test)
- Experienced working in an Agile (Jira) development process.
- Fixing front-end bugs and updating the content of the different company websites

Web Design & Optimisation - Front-end Developer

The Affiliate People, London, England

OCTOBER 2015 - MAY 2017

Web design and front-end development

- Designed and front-end developed full websites, UI, UX and landing pages using latest HTML5 and CSS3 techniques, backed by jQuery and other JavaScript frameworks as Bootstrap to enable optimum user experience throughout the site.
- Responsible for design of A/B testing and multivariate analysis to improve conversion rate of website visitors and goals.
- Assisted IT manager in the back-end and other duties
- Rapid development of marketing landing pages under high pressure

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Location: London, UK

Contact by email preferred

SKILLS¹

| | |
|-------------------------|------|
| Adobe After Effect: | 30% |
| Adobe Dreamweaver: | 100% |
| Adobe InDesign: | 60% |
| Adobe Experience Design | 80% |
| Adobe Illustrator: | 60% |
| Adobe Photoshop: | 100% |
| Agile (Jira) | 90% |
| CMS: | 80% |
| Creativity skills: | 100% |
| CSS(3) & HTML(5): | 90% |
| DevTools (Firebug...): | 90% |
| Digital design: | 90% |
| Ecommerce platforms: | 70% |
| Email Dev. & Testing: | 90% |
| Framework (Bootstrap) | 90% |
| Interaction Design | 80% |
| Invision | 80% |
| JavaScript: | 60% |
| Jquery: | 60% |
| Microsoft Office: | 100% |
| Prototyping Design | 100% |
| Responsive design: | 90% |
| Salesforce CRM: | 40% |
| Salesforce Exacttarget: | 50% |
| SEO: | 60% |
| UX Interaction: | 80% |
| UX Research: | 70% |
| UI/UX Design | 80% |
| Visual Studio: | 80% |
| Web analytics: | 80% |
| SASS/SCSS: | 80% |

LANGUAGES

English:

Business Level

Spanish (Spain /L.America):

Mother Tongue

Catalan:

Elementary Level

¹ The valuation of knowledge is evaluated in percentage where 100% means excellent knowledge

- Responsible for the full redesign of my current company's website which has had excellent feedback from the high-managers (www.theaffiliatepeople.com)

Email marketing design, development and testing

- Designed and developed emails creatives (newsletters) following responsible guidelines.
- Using external email service providers (Email on acid) to identify some potential delivery problems.

Graphic design

- Designed website and landing pages mock-ups, logos, promotional material, social media pages, banners, to keep consistent with branding identity for our different clients.
- Photo retouching, color correction, website graphic optimization.

Web analytics

- Analyzed over website for customer ease of navigation and increased time on site and other ratios.
- Analyzed, identified, and helped solve problems or enhanced features and functionalities on various websites and web applications.
- Assisted in redesign and testing of new website including modification of title and meta tags.
- Produced reports used for establishing market projections, product analysis, and forecasting.

Graphic designer & digital marketing manager

Penn Elcom Online | Hastings, England

OCTOBER 2014 - OCTOBER 2015

Web design and front-end development support

- Created and maintained the front-end standards document and oversaw production of Javascript, HTML, and CSS.
- Designed new micro-sites, landing pages and templates.
- Created content and graphics for the cooperative websites and numerous third party websites.
- Created and maintained the front-end and content for e-commerce platforms (IRP e-commerce).

Email marketing design, development and testing

- Designed and developed email creatives (newsletters) following responsible guidelines.
- Using external email service providers (Constant contact) to identify any possible delivery problems.

Graphic design and corporate image / branding

- Redesigned and unified marketing materials and collateral that gave rise to a new product image and elevated the brand to a more elegant corporate feel.
- Produced custom signage and gift cardholders used at annual marketing and sales events.

ABOUT ME

Hi I'm Andres, a bright, ambitious and self-motivated web and graphic designer with a strong creative (very strong) background and mind, who can absorb new ideas and learn quickly. Also, I possess self-discipline and the ability to work with the minimum of supervision.

In addition, I have significant experience working as front-end developer, creating and re-designing new responsive websites, landing pages, micro sites, emails (newsletters) and banner ads, which you can see some examples of here on my design portfolio.

PERSONAL DETAILS

Birthday:

September 23rd, 1986

Nationality:

Spanish

I have got a driving license.

I am **available** to change place of residence.

- Assisted in marketing and advertisement design objectives (Logos/ Ads/ Banners/ Brochure/ Roll up/ Posters)
- Designed web pages, print collateral and email marketing templates used to create new corporate image for company re-launch.
- Designed stand and exhibition for important international events.

Community management

- Transformed a relatively non-existent social media profile into an online presence across Twitter, Facebook, Google+ and Youtube and company branding.
- Expanded client communities and assisted in locating target audiences by proposing social media strategies.
- Increased brand awareness by 20% through the use of social media and helped maintain presence on the web.
- Generated reports on social media and digital campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.

Marketing online strategies

- Calculated best practices to obtain the maximum return on investment through clicks, opens, and overall customer engagement.
- Manage and coordinate the creation of marketing collateral and content including social media, websites, newsletter and emails.
- Conducted keyword and competitor research using Google Analytics data.
- Participated in teams to generate global online marketing plans, developed new marketing campaigns, and analyzed ongoing global marketing projects.

Web analytics

- Analyzed traffic and made necessary changes for a better user experience.
- Assisted in the monitoring and reporting on website traffic and performance.

Marketing & Communication assistant

Tech Data | Barcelona, Spain

JUNE 2014 - APRIL 2013 January 2013 - April 2013

Email marketing designer and development

- Designed, coded (HTML/CSS) and integrate new emails (newsletters) for multiple clients' such as: Apple, Microsoft, Acer, Toshiba, Vodafone...
- Created custom micro-sites including banners and others web's graphic elements.
- Built and implemented features and worked on solving bugs/performance issues.

Graphic design

- Developed designs that clearly communicated the company's brand identity.
- Produced pre-press files for a variety of printing vendors.
- Designed ads, flyers, special sections, brochures, posters, logos and business cards for multiple publications (offline and online)
- Handled multiple projects, many with conflicting deadlines.

Customer loyalty management and event assistant

- Expanded and improved the loyalty program in order to increase the amount of loyalty customers.

- Created new loyalty strategy to engage new customers.
- Maintained, created and analyzed customer-loyalty database .
- Facilitated the planning, logistics and coordination for events of all types.

Finance assistant

- Reported monthly expenses and revenues to the manager.
- Managed inventories in the warehouse in order to keep up with sales.
- Prepared presentations and spreadsheets used in upper management meetings.
- Created monthly Payroll reporting, used in the client billing process.
- Prepared scheduling documents, mailing lists, thank you letters and request for contribution mail packets.
- Maintained and balanced three checking accounts.

Office assistant

Management-solutions | Madrid, Spain

JANUARY 2014 - APRIL 2013

Internal event assistant

- Planned, organized, and executed large and small scale events throughout the year

Finance assistant

- Reconciliation of monthly bank statements.
- Processed payroll for +90 employees.
- Take care of employees' finance issues.
- Preparation of monthly balance sheet movement report for bank branches with all movements explained.
- Preparation of internal and external audit schedules.
- Scanning and filing all invoices and source documents.

HHRR assistant

- Generated and checked financial paperwork to correct pay issues for service members using Navision.
- Completed new hire forms and entered employee data in the Human Resources Information System.
- Processed payroll in time and attendance system and administered benefits to ensure accurate payment and classification for employees.

Marketing assistant

Vodafone | Barcelona, Spain

JANUARY 2014 - APRIL 2013

Marketing administrator duties

- Maintained, created and analyzed customer database using CRM (Parrot), Access, Excel
- Assisted in the development of marketing offline projects (point-of-sale)
- Shop assistant

EDUCATION

Full web development certification

Free Code Camp | London, England
SEPTEMBER 2017 - PRESENT

UI/UX design with Adobe XD

Udemy | London, England
OCTOBER 2017 - OCTOBER 2017

Specialization course: Marketing management

Universidad Europea Miguel de Cervantes | Barcelona, Spain
JUNE 2014 - OCTOBER 2014

Grade: 9.1 / 10

Bachelor's degree in Business Administration (BBA)

Universitat Autònoma de Barcelona | Barcelona, Spain
SEPTEMBER 2010 - JUNE 2014

Grade: 8.3 / 10

Bachelor's degree in Design

Universitat Internacional de Catalunya | Barcelona, Spain
JUNE 2006 - OCTOBER 2010

Grade: 9.0 / 10