



Barcelona



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PROFESSIONAL RESUME

My training as a UX / UI eCommerce Manager helps me to develop in different fronts of technology, creativity, innovation to provide a great experience to users.

Since I am a person with a passion for my profession, with ingredient accepting new challenges which apply what they have learned but open to other areas where it can contribute to process improvement mentality, gives me security and certainty that company will have quality support for the tasks assigned to me.

I personally entrepreneur in which I underlined by passion and commitment to do what is assigned and what convinced me to achieve the objectives and goals, additionally I am a person with excellent interpersonal relationships.

SKILLS

- HTML5, CSS, Web/APP designer.
- Adobe: XD, Photoshop, Illustrator, Indesign, Dreamweaver, Creative Cloud.
- Invision, Figma, Sketch.
- CMS: Wordpress, Magento, Joomla.
- Visual Studio Code, MJML.
- UX/UI.
- Leadership.
- eCommerce y Marketing Digital.

LANGUAGE

Spain
English

Native
Advanced C1+



LinkedIn

José David Diaz Mattos

EXPERIENCES

From 12/2021
To 06/2023
(Barcelona, Spain)

MediaMarkt Iberia,

UX/UI & Webmaster Ecommerce Manager

Assigned tasks:

- Team leadership, UX, Webmaster, Analytics, Content, and Campaigns.
- Coordinate and develop strategies to improve the user experience.
- Solutions of technical problems on the web.
- Direct contact with teams from other countries in Europe, to coordinate projects.
- Analysis of modules, interfaces, structure, and flow of the entire web.
- Guide the whole team in developing new projects and improvements on the web.
- Coordinate and develop promotional campaigns together with the Marketing and online sales team, manage direct and indirect sales, sales margin control, maximize conversion, traffic, CTR and apply CRO strategies (conversion rate optimization).
- Provide an overall UX/UI design strategy and guidance with the team of designers and analytics to meet the strategy and KPIs.
- Build a world-class team of UX designers, Analytics, campaigns...: Hire people, manage team performance and support their growth and serve as a mentor.
- Work with leaders from other departments (Online Sales, IT, Purchasing, Marketing...) to ensure teams collaborate effectively to execute company strategy.
- Continuously align priorities and goals, ensuring what success looks like.
- Develop and drive adoption of discovery best practices (user research, design, journey mapping, prototyping, user testing, etc.) and empower the entire team to produce high-quality design results throughout of the product development cycle in an agile and fast environment.
- Oversee UX/UI research, beta testing and A/B Testing, to optimize the user journey and performance of all integrated web platforms.

From 11/2017
To 12/2021
(Barcelona, Spain)

Conforama Ibérica,

UX / UI Senior designer

Assigned tasks:

- User flow designs, concept sketches, wireframes and prototypes to visualize each stage of the design phases.
- Design of new product features, from initial concept to final design.
- Development of mockups and UI prototypes that clearly illustrate how the sites work and look (desktop and mobile version).
- Creating design solutions, for desktop and mobile web versions, attractive and easy for users (friendly experience).
- Empathize with users and understand their needs following a user-centered Design Thinking approach.
- Creative materials useful for the client's design system.
- Identify, investigate and seek solutions to UX problems, making design adjustments with new ideas and focused on user comments.
- Iterate design solutions based on customer data.
- Landing page and web design. (Mobile-first - interactive prototypes).
- Marketing and social media support, display design with graphic solutions, banner design and email marketing development.

SKILLS +

- User research
- Communication
- Information architecture
- Prototyped
- E-commerce
- Web development
- Project management
- Strategic planning
- Website development
- Analysis capacity
- Information system
- Documentation
- Business Management
- User interface design
- Microsoft Office
- Web interface design
- Design Thinking
- Invision Platform
- Sales
- Product Management
- Marketing Digital
- sales strategy
- Search Engine Optimization (SEO)
- WooCommerce

EXPERIENCES +

From 06/2017
to 11/2017
(Barcelona, Spain)

Schibsted Spain,

Email marketing and UI / web designer
Assigned tasks:

- Email Marketing: Design and programming of newsletters.
- Web and mobile mockup design.
- UX troubleshooting.
- Branding strategy.
- Interactive and innovative UI designs.

From 10/2016
to 01/2017
(Dublin, Ireland)

Jpoint Software

Software Web Developer
Assigned tasks:

- Developer web/mobile of the JEMSER app Project.
- Updating of the Jpoint Software website.
- UX/UI design and responsive for the JEMSER app project.

EDUCATIONS

2017

Superior of Marketing online y 2.0
Escuela de empresa (Barcelona, Spain)

2009 - 2014

IT Engineering
(Quality and Qualifications Ireland, at NFQ LEVEL 8.)
Universidad San Martín (Barranquilla, Colombia)

