JUAN ALEJANDRO VAZQUEZ

WORK EXPERIENCE

Cruiseline.com / Design Lead
Jul 2012 - Apr 2020

- As the #3 hire and only designer, I designed and helped launch Cruiseline.com and redesigned the Shipmate app for both iOS and Android platforms.
- Conducted usability tests and user interviews. Prepared competitive analysis and analyzed click data heatmaps and site traffic data.
- Produced sketches, wireframes, prototypes and UI design for the web site and mobile app and designed the brand, HTML emails, banner ads and print collateral.
- Collaborated closely with management, sales, editorial and development teams and delivered HTML/CSS code.

Yodle.com / Digital Visual Designer
Nov 2011 - Jun 2012

- Designed website templates and collaborated with interaction designers, front-end developers and product managers.
- Analyzed and applied learnings from website performance report to ensure constant improvement of template designs.
- Communicated effectively with team members to ensure project objectives were clear and consistently met.
- Produced HTML/CSS code and performed CMS integration.

MLB.com Advanced Media / Marketing Producer
Sep 2010 - Sep 2011

- As a liaison between the Marlins and MLB, I engaged the clubs' technical, marketing, ticketing and sponsorship staff to improve traffic conversion and the website's overall user experience.
- Was responsible for the fast-paced development of high-profile marketing initiatives through MLB's official websites and other media properties.
- Designed visuals and managed feature and functionality development for promotions, subscription products, ticketing initiatives and sweepstakes.
- Coordinated design, editorial and tech teams during new feature developments and the clubs' rebrand and launch.
- Produced HTML/CSS for newsletters and other email communications.

GHCVB (VisitHouston.com) / Senior Web Designer
Sep 2008 - Aug 2010

- As the sole web designer, I provided the UX/UI design for VisitHouston.com, MyGayHouston.com, HoustonReunions.com and HoustonCulinaryTours.com.
- Designed convention microsites for such clients as the MLS, WWE & The World Petroleum Congress.
- Created site maps, wireframes and HTML/CSS code.
- Provided art direction for the Houston Travel Companion iOS app.
- Liaisoned between the CVB and its third party development provider.

Schlumberger / Freelance Web Designer
Aug 2006 - Aug 2008

- Provided UX/UI design and coded HTML/CSS of intranet product service pages.
- Collaborated with engineers and 3D artists on the design of new product and service posters.
- Created PowerPoint and Flash presentations.

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EDUCATION

Monroe College
Jan 2002 - Aug 2004

Bachelors of Business Administration in Computer Information Systems

SKILLS

Research
Competitive Analysis
User Interviews
Usability Testing
Click Data Heatmaps Analysis
Traffic Data Analysis
A/B Testing

Design
Sketches
Wireframes
Prototypes
Visual Design
Branding
HTML Email
Banner Ads
Print

Development
HTML & CSS
Bootstrap

Tools
Sketch
Figma
Adobe CC
InVision
Balsamiq
Coda
MailChimp
Salesforce
Litmus

Soft Skills
Self Starter
Detail Oriented
Collaborative
Team Oriented
Flexible

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EXPERIENCE CONTINUED

Anabasis Solutions / Senior Web Designer   Aug 2005 - Jul 2006

- Led team of designers on the design of marketing web sites, e-commerce sites and backend solutions and online applications.
- Met with clients to set timelines, budgets and project goals.
- Created UX/UI designs and HTML/CSS code.

Healthfirst.org / Senior Web Designer   Apr 2005 - Jul 2005

- As the sole web designer, I produced the UX/UI designs and HTML/CSS for Healthfirst.org and the HF Management website.
- Collaborated with developers and QA team to meet HIPPA regulations.
- Created visuals for corporate functions and designed and developed flash presentations.

Virtue Memberworks / Freelance Designer   Dec 2004 - Mar 2005

- Designed banner ads for such clients as Yahoo, MSN and Univision.
- Created HTML/CSS code for landing pages.

Barkani / Senior Web Designer   Jan 2002 - Nov 2004

- As the sole web designer, I designed user interfaces of web applications for the health care industry, as well as online reservation systems, job tracking applications and e-commerce solutions.

Long Island University / Senior Web Designer   Jan 2001 - Dec 2001

- Maintained the university websites for all 8 campuses.
- Designed visuals, banner ads and produced HTML/CSS code.
- Met with department heads to discuss site updates and projects.
- Improved project turn around time by 35%.

Inshop.com / Junior Web Designer   Jan 2000 - Dec 2000

- Produced HTML/CSS code of design comps.
- Designed the "Gotta-Get-It-Guide" and video sections of the website.

Salem Global Internet / Junior Web Designer   Jan 1999 - Dec 1999

- Designed web sites for non-profits and small and large organizations.
- Created logos and banner ads.
- Produced HTML.

Eastview Media Group / Web Design Intern   Sep 1998 - Dec 1998

- Updated content on client web sites, scanned photos, optimized graphic files and edited HTML.