

Design is an essential part of our individual and organizational success. This is especially true in the emerging digital world where it has increasing and measured influence on results. Over a decade ago I chose to dedicate my professional career to improving the design and user experience of the web. Since that time I have taken every opportunity to do so and I look forward to the new opportunities to put design to work in our increasingly digital lives.

EXPERIENCE

Chef Surfing - Founder, Designer and Developer

2011 - 2012 • *Buenos Aires, Argentina and Santiago, Chile*

Chef Surfing is an online marketplace connecting professional chefs to local customers. I served as founder, designer and developer leading a team of three to continuously iterate and bring the Chef Surfing vision from conception to reality. We shipped a beta version of ChefSurfing.com followed by a completely redesigned second version. The team maintained a steady pace of continuous iteration on customer feedback and research. Chef Surfing is now growing steadily with over 1000 chefs signed up.

Freelance - Designer and Developer

2007 - 2010 • *Buenos Aires, Argentina*

I led design and development of several web apps and large international and multilingual e-commerce web sites for companies. Clients included Nitro Snowboards, Union Binding Company, Coal Headwear, Microsoft, Microsoft Games Studios, Xbox.com, Signal Studios, Koblo and Ten Gun Design. Clients were gained and retained with a commitment to quality and focus on metrics. Successful projects drove revenue and growth goals set by the client.

Microsoft - Designer and Developer

2002 - 2006 • *Redmond, Washington*

At Microsoft I worked as a designer and developer in the Microsoft Games Division. My first year I designed and implemented immersive game experience sites to promote Microsoft Games Studios PC game titles. Later on I joined the Xbox.com team just after the launch of the Xbox. I worked to redesign the site based on the changing needs of the Xbox marketing team including changes to the information architecture, typography, user interfaces for video and screenshot viewing, a fan forum, game content page layout for a diverse set of content types as well as a complete visual redesign based on new branding efforts. On the development side I programmed systems in ActionScript for Flash experience sites and a media player. For one period in the middle of my tenure at Microsoft I worked exclusively as a front-end engineer implementing the CSS and Javascript for the new redesigned version of the site.

Northwave North America - Designer and Developer

2001 - 2002 • *Seattle, Washington*

I designed and developed three web sites for international snowboard brands Northwave, Drake Bindings and Bakoda. I also developed a back-office system for distributing sales information and fielding support requests.

UX DESIGN

Web Product Design
User Interface Design
Wireframes & Task flows
User Centered Design
Holistic Design
Information Architecture

UX RESEARCH

Persona Research
User Testing
Card Sorting
Rapid Prototyping
Mental Models
Iterative Design Testing

GRAPHIC & WEB DESIGN

Visual Communication
Branding & Identity
Typography
Icon & Symbol Design
Grid Structures
Photo Editing
Image Web Optimization
Document & Page Layout
Responsive Design

MARKETING

Performance Marketing
Inbound Marketing
Copywriting & Microcopy
Conversion Rate Optimization
A/B Testing

TECHNOLOGY & TOOLS

Adobe Creative Suite
XHTML & HTML5
CSS, SASS & LESS
JavaScript
ActionScript
PHP
Ruby
MySQL
PostgreSQL
GIT & SVN

FRAMEWORKS

Wordpress
Ruby on Rails
Django
Twitter Bootstrap
ZURB Foundation

EDUCATION

Art Institute of Seattle
Visual Communications
Graduated June 2001