

CHRISTOPHER DÍAZ

UX/UI
Master Design
& Web Analyst



Last 3 Jobs...

Creative Director - AeQuo

Date: 2015 – 2016

- Creation and admin of microenterprise focus on development of high digital products.
- Code optimization based on google, iOS or android guidelines.
- Creation of proto-people for the developed of digital products.
- User tests for developments validation.
- Design of journey´s maps to ensure correct user experience
- Communication between developers, designers and customers.

Web Analyst and UX/UI Consultant - Walmart México

Date: 2016 – 2021

- Validate and tests of digital products.
- Advisor in development of digital products (UX / UI).
- Analysis of Walmart Mexico websites and apps in order to optimize their performance.
- Problem resolution and opportunities detected in sites or apps.
- Implementing new technologies applied to digital products.
- Development of special projects that help boost sales by digital media.

Weber México - Ecommerce Specialist

Date: Jun 2021 – present

- Online sales manager for weber.com.mx.
- Creation of monthly strategies and campaigns to increase online sales.
- Updates of front and back end webpage.
- Creation of new technologies to implement in the site in order to increase sales.
- Weekly sales report and performance (sales and GA analysis).
- Strategies on and off line with agencies to achieve monthly sales objectives.
- Support for tracking orders, problems with the platform, promotions, checkout, etc.

Design

- HTML5
- CSS3
- Suite Adobe
- Figma
- Javascript
- React
- InVision

Data

- Google Analytics
- Data Studio
- Google Search Console
- Firebase
- Database My SQL

Platforms

- Emarsys
- Paypal
- Salesforce
- Nav
- Asana
- CMS
- Mercado Pago
- Paypal

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📺 Christopher Díaz | cdiazcruz8

👤 Christopher Díaz

- Flexibility and change adaptability
- Teamwork
- Work under pressure
- Focus on detail
- Analysis and problem solving
- Multiplatform learning

www.behance.net/cdiazcruz8

CONTACT

SOCIAL

SKILLS

PORTFOLIO

Work experience +9 years

SOFTWARE