CHRISTOPHER DÍAZ

UX/UI
Master Design & Web Analyst

Work experience +9 years

Last 3 jobs...

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 – Jul 2022
° Online sales manager for weber.com.mx.
° Creation of monthly strategies and campaigns to increse 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 objecti
° Support for tracking orders, problems with the platform, promotions, checkout, etc.

PM (product manager) - Bykon Consulting
Date: Jul 22 – present
° Customer requirement gathering
° Creation and management of strategies to deliver digital products (timelines, technology requirements, people, budgets, etc.).
° Internal tracking for the delivery of digital products,
° Management of teams, deliverables, product launch strategies and testing.

CONTACT
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in Christopher Díaz

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

PORTFOLIO
www.behance.net/cdiazcruz8

SOFTWARE

Design	Data	Platforms
° HTML5	° Google Analytics	° Emarsys
° CSS3	° Data Studio	° Paypal
° Suite Adobe	° Google Search Console	° Salesforce
° Figma	° Firebase	° Nav
° Javascript	° Database My SQL	° Asana
° React		° CMS
° InVision		° Mercado Pago