

Alejandro Tercero

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SUMMARY

Dynamic Design Professional with **seven years of experience** specializing in **brand identity, and UX/UI design**. Skilled in leading design projects from concept to completion, collaborating with cross-functional teams, and utilizing user research to drive design decisions.

EXPERIENCE

WEB & BRAND DESIGNER – Zinus Inc

BERKELEY, CALIFORNIA - SEPTEMBER 2023 - JANUARY 2024

- Led the **creative direction** for a rapidly growing **e-commerce brand**, resulting in a 35% increase in online engagement and year-over-year sales growth through **brand identity guidelines development, digital campaigns, and multimedia content**, while establishing and **expanding brand identity systems** for a cohesive identity across all digital platforms.
- Led **UX design** for the Zinus **e-commerce** site, resulting in a 20% **increase in conversion** rates and a 30% **increase in user engagement** through extensive **user research** and **usability testing**.
- Innovated the **visual design** for **product launches** and seasonal **marketing campaigns**, incorporating user feedback and analytics to refine visual content and messaging, achieving higher conversion rates.
- Conducted **competitive analysis** and **user research** to inform design solutions, keeping the company at the forefront of ecommerce design trends.
- **Mentored junior designers**, inspiring creativity, and setting high standards for design quality and innovation.

LEAD GRAPHIC DESIGNER – VAS Latin & Mobile SuitCase

REMOTE, CALIFORNIA - JANUARY 2018 - MARCH 2019

- Developed and **executed a brand redesign (Vas Latin) and a brand refresh (Mobile SuitCase)** that aligned with strategic business goals, leading to a 30% increase in lead generation.
- Collaborated with product and engineering teams to **design** intuitive **user interfaces for B2B SaaS products**, improving user engagement and operational efficiency.
- Led the creative concept and **design** for **marketing collateral, trade shows, and corporate events**, which improved brand visibility and industry positioning.

GRAPHIC DESIGNER – Elite Online Media

MANAGUA, NICARAGUA - JULY 2016 - JUNE 2017

- Contributed to **branding and advertising design** solutions for **small and medium-sized business** clients, receiving acclaim for creative design thinking and execution.
- Managed projects from concept through completion, ensuring **high-quality design work under tight deadlines**, and contributing to the agency's reputation for excellence.

EDUCATION

MASTER'S IN UX DESIGN

LABASAD Barcelona School of Arts & Design
BARCELONA, SPAIN - 2021

BA GRAPHIC DESIGN

National University of Engineering (UNI)
MANAGUA NICARAGUA - 2016

CERTIFICATIONS

- Brand Strategy for Designers - LinkedIn (2020)
- Creating a Design System with Sketch - LinkedIn (2020)
- Google Ads Fundamentals - Google (2019)
- Fundamentals of Digital Marketing - IAB Europe (2017)

SKILLS

- Mastery of Adobe Creative Suite and proficiency in digital design tools
- Strong foundation in design fundamentals and attention to detail
- Proficient in UX/UI design tools (Sketch, Figma, Adobe XD, InVision)
- Deep understanding of responsive and adaptive design principles
- Expert understanding of web development (HTML5, CSS3, JavaScript)
- Excellent project management skills, meeting deadlines, and collaborating across departments
- Ability to conduct comprehensive user research and usability testing
- Excellent problem-solving skills and a user-focused design mentality
- Effective communication and collaboration across teams and disciplines