

Miguel Ochoa

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Summary

With over 24 years of experience in brand identity, web design, digital marketing, and web development, I am an accomplished marketing designer and Webflow developer. My expertise also includes Design systems, Figma, HTML, CSS, and the Adobe Suite (Photoshop, Illustrator, After Effects, and Premier). I have a track record of success in building and managing marketing campaigns, website redesigns, benchmarking, data-driven design, video editing, and digital projects.

I am currently employed as the Lead Marketing Designer/Webflow Developer at Memory, a technology company based in Oslo, Norway.

My skills include web design, Webflow, WordPress, web app design, design process, design systems, Figma, user experience, user interface design, wireframing, prototyping, user flows, usability testing, logo design, branding, and strong collaboration with developers. In addition, I am a native Spanish speaker and fluent in English.

Experience



Marketing Designer / Webflow developer

Memory

Jun 2021 - Present (2 years)

- Work closely with the Marketing team to optimize the marketing website user experience and drive conversions by utilizing user-centered design principles and conducting research to understand user behavior
- Design and prototype user interfaces for the marketing website using Figma and Webflow, taking into consideration accessibility and responsive design
- Develop responsive pages using Webflow and integrate with third-party tools and services such as Hubspot, Segment, and Google Analytics to track and analyze website performance
- Create custom interactions and animations using Webflow to enhance user experience and engagement
- Collaborate with the SEO manager to ensure the marketing website is optimized for search engines and to implement changes to improve search ranking
- Build client-facing web pages, applications, and campaigns that align with the company's brand and design standards

Skills: Design, User Experience (UX), Research, Graphics, Front-End Development, Digital Marketing, Design Management, Analytical Skills, Software as a Service (SaaS), Client-first mentality, Figma, Webflow, Adobe Illustrator, Adobe Creative Suite, Adobe Photoshop. Additionally, experience with HTML, CSS, and JavaScript may be relevant.



Web Design Specialist

Memory

Jun 2021 - Present (2 years)



Freelance Graphic Web Designer

Self Employed

May 2013 - Jun 2021 (8 years 2 months)

- Designed and developed responsive websites using Webflow, HTML, CSS, and WordPress
- Conducted user research, usability testing, and data analysis to improve user experience and drive conversions
- Created branding, logo design, and visual identity systems for various companies and organizations
- Collaborated with developers to ensure seamless integration of design and functionality
- Successfully managed and delivered multiple digital projects on time and within budget
- Developing and managing successful marketing campaigns to increase website traffic and user engagement
- Designing and implementing website re-designs, benchmarking, data-driven web design, video editing, and digital projects



Freelance Graphic Web Designer

sennder

Dec 2020 - Mar 2021 (4 months)

- Enhance the current set of landing pages to improve the efficiency and scalability of VAS service sales.
- Create a more appealing, simpler, and consistent overall carrier experience.
- Collect lead information and forward it to the sennder team via email, Slack, and Google Sheets.
- Develop a style guide using Figma to ensure consistency in design elements.
- Create user interface designs and wireframes to guide the development process.
- Develop and maintain the landing pages using Webflow.
- Automate processes and integrate marketing tools to optimize lead generation and conversion rates.

Skills:

- Graphics: Ability to create visually appealing and engaging design elements.
- Digital Marketing: Experience in optimizing landing pages and marketing strategies for lead generation and conversion.
- User Interface Design: Ability to design and create intuitive and user-friendly interfaces for web applications.
- Webflow: Proficiency in using Webflow to create responsive and functional websites.
- Web Development: Experience in developing and maintaining websites using HTML, CSS, and JavaScript.



Graphic Designer

Turner (Turner Broadcasting System, Inc)

2013 - 2014 (1 year)

- Designed, developed, and produced a wide range of marketing materials including website assets, PowerPoint slides, signage, promotional materials, email campaigns, and print pieces.
- Utilized Adobe Creative Suite to design and develop content that met specific brand standards and needs.
- Improved online visibility and search engine ranking by designing and implementing page elements that increased page traffic.
- Managed and coordinated design projects from conception to completion.

- Demonstrated strong design management skills, ensuring timely delivery of high-quality materials.
- Utilized social media platforms to promote products and services and increase brand awareness.
- Provided art direction and guidance to internal teams and external vendors.



Senior Web Designer

Evenpro

Jan 2010 - Aug 2012 (2 years 8 months)

- Designed websites and managed social media accounts for entertainment events, incorporating UI/UX best practices to improve user experience and increase web traffic.
- Developed branding guidelines and style guides to increase brand recognition and awareness in the target market.
- Created wireframes and prototypes that were user-centric and implemented the latest HTML and CSS technologies.

Skills:

- Digital Marketing: Experience in using digital channels to promote products or services and engage with customers.
- Design Management: Ability to manage design projects from conception to completion and ensure the timely delivery of high-quality materials.
- Web Design: Proficiency in designing and developing websites that are user-friendly, visually appealing, and optimized for performance.
- Social Media Marketing: Ability to create and implement social media strategies that engage and expand the target audience.
- Content Management Systems (CMS): Experience in using CMS platforms to manage website content and functionality.
- HTML: Proficiency in HTML coding and web development.
- Adobe Photoshop: Proficiency in using Adobe Photoshop for image editing and graphic design.



Web Designer

Diario El Universal

Jan 2007 - Apr 2009 (2 years 4 months)

Website design and social media management and enhanced user experience with UI/UX best practices, resulting in an increase in web traffic.

- Developed branding guidelines and style guides, which increased the company's brand recognition and awareness in the target market.
- Created and implemented user-centric wireframes and prototypes using the latest HTML and CSS technologies.
- User interface design and wireframing



Web Designer

Semprenoi

2006 - 2008 (2 years)

- Website design and social media management and enhanced user experience with UI/UX best practices,

resulting in an increase in web traffic.

- Developed branding guidelines and style guides, which increased the company's brand recognition and awareness in the target market.
- Created and implemented user-centric wireframes and prototypes using the latest HTML and CSS technologies.
- User interface design and wireframing



Web Designer

Teravision Technologies

2004 - 2006 (2 years)

- Developed branding guidelines and style guides, which increased the company's brand recognition and awareness in the target market.
- Created and implemented user-centric wireframes and prototypes using the latest HTML and CSS technologies.
- User interface design and wireframing
- Video presentations design



Junior Web Designer

Jitani INC

1999 - 2003 (4 years)

- Website design in HTML CSS.
- Developed branding guidelines and style guides, which increased the company's brand recognition and awareness in the target market.
- Created and implemented user-centric wireframes and prototypes using the latest HTML and CSS technologies.
- User interface design and wireframing

Education



Instituto de diseno de Caracas

Graphic Design

1996 - 1999

Graphic Design

Licenses & Certifications



Social Media Manager



Branding Personal - La Cuadra Universitaria




Social Media para Todos - La Cuadra Universitaria


 **Foundations of User Experience (UX) Design** - Google

 **Webflow Certification exam, Layout Level 2** - Webflow

 **Webflow Certification exam, Layout Level 1** - Webflow

 **Webflow Certification exam, CMS Level 1** - Webflow

 **Webflow 101** - Webflow
Issued Apr 2023 - Expires Apr 2024

 **Webflow Layout Level 1** - Webflow
Issued Apr 2023 - Expires Apr 2024

Skills

Dreamweaver • Design • User Experience (UX) • Research • Graphics • Front-End Development • Digital Marketing • Design Management • Analytical Skills • Software as a Service (SaaS)