

César Díaz Rodríguez

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Madrid -based product designer specializing in UX and Visual Design, crafting intuitive experiences by blending creativity with new technology (AI).

Experience

The Digital Embassy UX/UI Designer

Adelaide,
Australia

I achieved the **creation of new, user-centered solutions**, enhancing digital experiences and bringing products to business goals. Measured by a 126% boost in new users and a 178% boost in mobile engagement in the last project created. Achieved through collaborating with cross-functional teams to develop strategic wireframes, interactive prototypes, and visual assets.

Aug 2021 to
Sep 2024

Other than that, I **optimized the report and design proposal process** to realize efficiency in providing tailored solutions. This resulted in an approximately 129% traffic increase to conversion destinations through the provision of client and business specification-conforming experience designs.

Bold Web Design Adelaide Web Designer

Adelaide,
Australia

Designed and developed 15+ custom WordPress websites and e-commerce stores, **with an 80% client satisfaction rate**, as per post-project reviews. This was done by customizing pre-existing themes and installing plugins to meet client-specific needs.

Apr 2021 to
Jul 2021

Reduced the development time by 40% by streamlining the process of choosing and customizing WordPress themes, **completing projects within a one-week timeframe**.

Enhanced website performance and end-user experience by installing and configuring critical plugins, like WooCommerce, to **complete the project on time and beyond the client's expectations**.

Freelance at Cediazlab Founder & Designer UX/UI

Melbourne,
Australia

Founded and successfully operated a digital agency since 2020, growing the client base by approx 150% in 3 years.

Feb 2015 to
Present

Successfully designed, developed, and launched over **30 custom WordPress websites and e-commerce stores**, achieving a 95% client satisfaction rate.

Implemented diverse marketing and sales techniques, including Google Ads, Meta Ads campaigns, email marketing, and content marketing, **resulting in a 30% to 120% increase in revenue** within the first year of operation.

Managed projects end-to-end, including developing business proposals, preparing quotes and estimates, generating invoices, and producing reports, ensuring efficient and effective project management and guaranteeing timely project delivery.

Studies

— Madrid, Spain - 2024/25

Master's Degree in User Experience for the Design of Digital Products and Services

At UDIT University of Design, Innovation and Technology.

— Melbourne, Australia - 2017 to 2018

Certificate IV and Diploma of Marketing and Communication

At Greenwich College

— Bogotá, Colombia - 2009 to 2014

Bachelor degree of Graphic Designer

At University Escuela de Artes y Letras

Courses

Product Design (UX/UI) Course
Designerup.co - 2024

Software Skills

Figma
Maze
Notion App
Miro

Adobe Illustrator
Adobe Photoshop
Adobe Indesign

Wordpress
WooCommerce
CSS / HTML / JS

Google Tag Manager
Mailchimp
Google Analytics

Idioms

Spanish
English