

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

ING Bank - Spain UX/UI Designer

Madrid, Spain

May 2025 to Sep 2025

As a UX Designer at ING Spain, I focus on improving the experience of the banking app and transactional web platform by analyzing real user data. I work closely with cross-functional teams to identify key issues, prioritize user flows, and propose user-centered solutions that align with both user needs and business goals.

I use behavioral insights to guide design decisions on high-impact screens, which has contributed to improved usability, accessibility, and the successful adoption of new features such as dark mode. I also conduct competitive benchmarks to keep us aligned with digital banking trends.

I build and adapt user flows directly using the bank’s design system components and tokens, ensuring consistency and technical feasibility. Additionally, I document design solutions to meet legal and accessibility standards, supporting a smooth implementation by the development team.

Experience

The Digital Embassy UX/UI Designer

Adelaide, Australia

Aug 2021 to Sep 2024

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.

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

Apr 2021 to Jul 2021

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.

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**.

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