

I'm a UX Designer and I help small and medium-sized businesses to reach their business goals through customized design. I love crafting and tailoring useful and well designed websites, but most importantly, I will help you tell your story.



Client: PAUND
What was done: Redesign based on improvement.
Result: Better load performances, better clarity on explaining business resulted in more leads by 55/60%



Client: Suma 3 Consultores
What was done: Full website design and development
Result: The goal was to get submissions on their job board. They increased 65% in the first 3 months.



Client: Revista Vida Natural
What was done: Redesign to improve navigability
Result: Better clarity on website navigation lead to decrease bounce rate by 45%



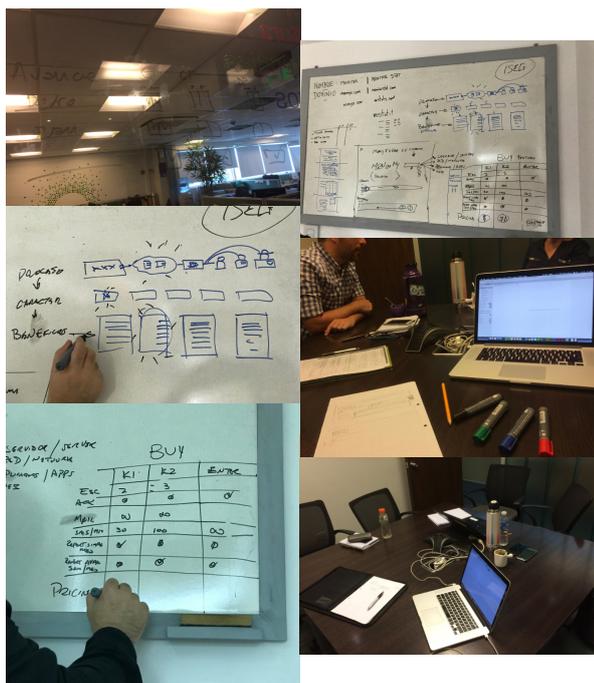
Client: My Exclusive Concierge
What was done: Migrate website to WordPress and improve usability
Result: Better performance, mobile optimization, lead to increasing conversion by 25%

The Design Process

In every project the process is almost the same, after meetings with the client to determine the scope of the project. I start doing the **research** to have a complete understanding of all the options I can present to the client regarding how to solve his problem. Then together with the client we start to **plan** based on the target user by gathering all the knowledge and information we can about them and how they can use and react the subject of the project. (That may be a website, and/or a MKT campaign, a product, etc).

We have interviews with the final users, we create personas to have a user profile, then a low quality mockup/wireframe is presented and we work on the architecture of the information. Then I present sketches, site maps and user flow, a low quality prototype.

We test how all the previous reserch may work, we plan the architecture of the information to be use. I place the content and we test again after HD prototypes has been shared. Once all is tested, I develop the project in the required form, and after the project is launched we analyze the use, the impact and the reactions. I present to the client adjustments that may be needed to improve the final user experience.



About me

I build websites since 1997, First with just HTML, then Xoops, Joomla, and finally WordPress, for about 12 years now.

How do I keep myself updated? I learned the old school graphic design first. I am an enthusiastic self taught I have learned from Udemy, TrainSimple, SitePoint and many other sites.

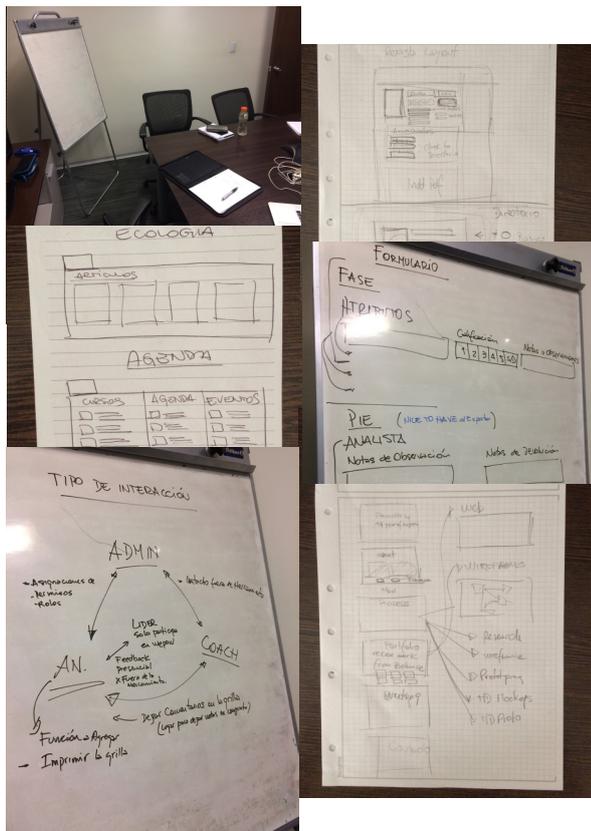
With jobs at Viacom's Showcase Cinemas, Jobs at Washington DC and later back to Argentina to work at Apex with clients such as MCI/Verizon, Telefonica from Spain, Tarjeta Naranja from Argentina, the work at Apex gave me great experience with the customer support industry in different aspects of it.

After Apex, I worked for HP Argentina in the IT area assiting clients as **Blue Shield of California** with offices in San Francisco, Los Angeles, Sacramento, and **Symantec** (Norton Antivirus) which teams were located in India and China and also worked with HP teams based in London and Brazil.

I'm a WordPress user for 12 years now and thanks to my experience I was able to work as WP community liaison and blog author at Arvix Hosting Company. I moderated the WP Arvix online community between July 2015 and September 2016.

Besides, due to my WP experience I am also able to organize, host and talk at [meetups](#) about websites design and development.

I also design completely and print a local magazine called [Revista Vida Natural](#). I design the ads and the magazine itself.



Other Projects

- Adela Arning** - Social Networks banners - Graphic Design
- Adriandelbel.com** - Website - WordPress Development based on 3rd party web design
- Alta Esperanza** - (Fabricio Oberto Wine) Graphic Design - Wine bottle Label packaging
- Apex** - Internal Website - WordPress full design and development of a internal tool.
- Arcu.com** - Website - WordPress Development based on 3rd party web design
- Auckland based startup** - Graphic Design - T-Shirt Designs about music and instruments
- Oscaraguad.com** - Website - WordPress full design and development
- Bon Jovi Argentina Fans Club** - Website - WordPress full design and development
- Abioycares.edu.ar** - Website - WordPress full design and development
- Cuates** - Graphic Design - Restaurant Order Menu
- Enrico Nahler** - Graphic Design - iOS and Android APP Icon for different uses.
- FanQx.com** (Older version, not actual) - Website - WordPress full design and development
- Fasartsmanagement.com** - Website - WordPress maintenance and performance optimization.
- Fada.com.ar** - Website - WordPress full design and development
- Myexclusiveconciierge.com** - Website - WordPress full design and development
- Myexclusiveorganizer.com** - Website - WordPress full design and development
- Lorena Farias** - Graphic Design - Business Cards and Logo
- Marinagnappi.com** - Website - WordPress full design and development
- Molinari-sa.com** - Website - WordPress full design and development
- Paund.com.ar** (Actual and future version ongoing) - Website - WordPress full design and development
- Philips.com.ar** - (Older version, not actual) - Website - WordPress maintenance and performance optimization.
- Rock & Feller's** - Website - Joomla full design and development
- PiConsulting.com.ar** - Website - WordPress full design and development
- Revistavidanatural.com** (3 versions now, and 4th in the works) - Website - WordPress full design and dev.
- Consultoraproa.com** - Website - WordPress full design and development
- Catolicas.org.ar** - Website - WordPress full design and development
- Suma3consultores.com.ar** - (2 versions now, and 3rd in the works) - Website - WordPress full design
- WPSoporte.com.ar** - Website - WordPress full design and development
- ZSearches.com** - Website - WordPress full design and development