



Val Rubio

Web Designer & Developer Digital Marketing

Valeria Anaya Rubio

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Location: Atizapán de Zaragoza C.P. 52929

Habilidades



Web Developer

- HTML, CSS Bootstrap
- Tailwind
- CMS (Wordpress, Elementor, Wix)
- Woocommerce
- Shopify
- Bookings
- eCommerce
- Payment gateways
- SEO plugins
- Pixel
- Mysql y Base de Datos
- Hosting y migraciones de sitio
- Mailing

Web Design

- Photoshop
- Illustrator
- Indesign
- Adobe XD
- Sketch
- Figma
- Wireframes
- User Flows
- UX Design
- Web Design
- Prototyping
- Brochures
- Benchmarking
- Social Arts
- CRM's (Jira, Assana, Trello)

Digital Marketing

- Hubspot
- Google Analytics
- Semrush
- Meta Ads
- Mailchimp
- Canva

Work Experience



Web Designer

Q4

MAY 2023–OCTOBER 2024

I worked full time in web design, working on investor pages for international companies, handling up to 15 projects at the same time. All completed within the estimated time, giving solutions to difficult and important clients.

The company is going through a complete update in the products they offer and the way they service each client, sometimes, the budget was an issue with the client's requirement, and the design people had to have a solution to meet the client's expectations.

In this period I completed my certification in accessibility level accesses, accessibility in the product that this company offers to clients was very important to meet the needs of all our clients.

I was the person in charge of designing investor pages for global brands such as: Royal Caribbean and sub-brands, Clorox, Valvoline, Philips Edison, Paypal. I also created many pre-sale mockup design proposals as visual aids for the sales department.

Web Developer/ Digital MKTT

Miyamoto International

FEBRUARY 2020 – JANUARY 2023

I kept the communication channels of the company updated (internal sites as well as for the general public) I made new sites or platforms and redesigns for company lookinf for the best UX solution. I performed optimizations of sites generated in Wordpress. Created and updated everything related to SEO about structural engineering. Sometimes I was involved in branding projects in new offices of Miyamoto (it have a lot of offices around the world). Translate projects for the offices of Puerto Rico and Mexico. Community Manager for Mexico's social network and then leader of the social team of Mexico office. Global internal mailing for employees.

Soft Skills



Emotional intelligence
Teamwork
Critical thinking
Resilience
Time Management
Prioritize tasks

Education



eCommerce and Digital MKT Master

UTEL
Professional License
12754337

Bachelor of Science in Comms

Universidad del Valle de México
Professional License
10317734

Certifications



Web Accessibility level AA

Advertising Drawing & Graphic Design

Key cct: 15PBT1849G

Languages



Spanish:

Fluent/Mother Tongue

English

Advanced

French

Basic

Portfolio



val-rubio.com

Work Experience



Web Designer /UX Design / Ecommerce

Insoft Soluciones Java

DECEMBER 2018- NOVEMBER 2019

I started as a web designer, making layouts, lines graphics for mobile applications, layouts graphics, UX design, I quickly got involved in creating a new area focused on CMS, eCommerce and digital marketing.

Web and UX Designer

No Monkeys Marketing

DECEMBER 2017- DECEMBER 2018

Web designer of this agency in large and medium-sized projects companies, from coffee baristas to the Mexican society of cardiologists. Projects developed from scratch or in wordpress with optimizations to properly position the brand of each client.

Web and UX Designer

ABC DIGITAL Marketing

JULY 2017- DECEMBER 2017

Advertising and digital marketing agency. clients like SCOTIABANK, PHILIPS, WINGS ARMY, SANBORNS among others. SEO and SEM, launch campaign (mailing). Creation of websites and landingpages in CMS, HTML BOOSTRAP. Installations of websites in hostings, redirections and migrations

Web Designer | Developer

Marketing para PYMES

DECEMBER 2016- JUNE 2017

Advertising and digital marketing agency focused on SMEs. SEO search engine optimization. Mailing and social networks (facebook). Creation of websites and landing pages both on platforms com or CRMS (wordpress, JOOMLA or wix) Management of social networks, monthly reports and progress statistics. Multiple graphic layouts for content in social networks. Responsive designs in all projects carried out.

Web Designer | Developer

Mecanismo Creativo

JULY 2015- DECEMBER 2016

Advertising and digital marketing agency
Creation and development of websites language:
HTML, PHP, jQuery, Java, CSS3 animations, Websites with responsive designs, contact forms, Analysis and management of campaigns in digital marketing, graphic design with web trends and digital positioning