



# Jaime Creixems

UX Design Expert | Product Lead | Mentor

## CONTACT INFO

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📍 Madrid, ES | Remote

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## SKILLS

### Design

- UX Process
- UI Design
- Web Design
- UX Copywriting
- UX Research
- Information Architecture
- Wireframes
- Storyboarding
- Photography
- Sketch
- Figma
- InVision / Zeplin
- Adobe CC (PS, AI)

### Management

- Agile Methodology
- SCRUM
- Shape Up Way
- Team Leadership
- Empathy
- Mentorship
- JIRA
- Trello
- Asana
- UML

### Languages

- Spanish (native)
- English (native)

## ✓ SUMMARY

I'm a Senior UX Designer & Product Owner working on digital projects for more than 15 years.

I've worked across the US, Europe and Latin America creating digital products that solve people's challenges through **engineering, storytelling and design**.

Throughout my career I've worked on User Experience, UI Design, Digital Project Management, Web Development, WordPress, Copywriting, Branding and Digital Strategy Creation.

I've designed, developed & managed +90 digital projects for institutions like the Inter-American Development Bank, Santander Bank, Audi, Match.com and several startups and SMEs.

I believe that **honest and smart work** will create a healthy environment that will surely lead to great outcomes.

[View my Portfolio at webjac.com/portfolio](http://webjac.com/portfolio)

## 📁 WORK EXPERIENCE

SKETCH

📅 2021 - Current

📍 Remote - Global

### Design Advocate

Promoted and provided expertise in the use of Sketch among their clients and community

- Developed Design Systems for tutorial use among Sketch's clients.
- Trained multiple large-scale teams of designers on best practices of the UX design Process.
- Participated in multiple talks, conferences, events promoting UX design best practices across the industry.

SPRINGBOARD

📅 2020 - Current

📍 Remote - SFO

### UX/UI Career Track Mentor

Weekly calls mentoring over 15 students on the UI/UX Career Track for the length of their studies.

Successfully mentored several students through the development of their Capstone Projects while they learned the entire UX process from discovery to final UI designs and flow.

PLATO SOLUTIONS

📅 2020 - 2021

📍 Remote - New York

### Senior Product Lead

Managed the UX Design and frontend development of the company's main Product: Foundry, a tool to easily build Magento Sites.

- Defined the Design System & managed the Frontend team for the main product: Foundry.
- Optimized and Automated the Hiring process of the company.
- Defined the Design System for the main product: Foundry.
- Created multiple C4 diagrams defining processes for Marketing, HR and Product Development.

OPINNO | SANTANDER BANK - GLOBILE

📅 2019 - 2020

📍 Madrid

### Product & UX Lead - Opinno

Managed a suite of web apps: Challenges for competitions, Events for event planning and Academy for MOOCs.

- Managed a mid-size team of senior developers (Django, VUE.js), designers and devops using Agile.
- Defined the product vision, UX and UI of their suite of web apps.
- Designed a new e-learning app for MOOCs from scratch.
- Created a Design System for their suite of web apps.
- Management of the intranet app. work offers, employees, project costs and 360 evaluations.

### Product Owner - Santander Globile

Worked as an implant Product Owner and worked on the product UX of the Global Mobile Apps.

- Managed a mid-size Squad of mobile developers and designers using SCRUM.
- Defined user stories and journeys for the flow of the Mobile App for a 30M user-base.
- Conducted User Research in multiple countries.

## Marketing

Branding Storytelling SEO  
Campaigns Analytics

## Development

HTML CSS WordPress  
Divi JS Gatsby

## Professional

Proactive Responsible  
Considerate Dedicated  
Driven Disciplined  
Bootstrappy Resourceful  
Inventive Resolute  
Open-minded Observant

## Personal

Compassionate Mindful  
Creative Charismatic  
Honest Humble Innovative  
Passionate People-Person  
Curious Respectful Flexible  
Joyful

## INTERESTS

### Interests

Science Technology  
Design Economics  
Sociology Psychology  
Physics Philosophy  
Mindfulness Remote Work

### Hobbies

Podcasting Traveling  
Comedy LEGO Builds  
Photography Public Speaking  
Teaching

INTER-AMERICAN DEVELOPMENT BANK

2017 - 2018

Washington DC

## Senior UX Designer & Web Manager

Clients and Project management and UX Design of IDB's main website and +45 other microsites.

- Branding curation of the web-related external digital projects produced by the Bank.
- Defined success metrics and KPIs across all channels for e-marketing strategies within the Bank.
- Designed the new Homepage of the Bank. A site with +100M views per month.
- Successfully completed the implementation the new Core web CMS platform, a capital project for the Bank.

TENTARA DIGITAL

2014 - 2017

Orlando FL

## Web Design & Development Lead

Working as a contractor in charge of all of Tentara's Digital strategy for them and their clients:

- Increased yearly revenue in over 40%.
- Management of the dev team on over 15 client's projects including: UX, Web & Mobile Design.
- Design and typesetting of the book: "Growing Younger everyday" by Dr. Laurie Steelsmith.

REDRADIX

2013 - 2013

Madrid

## UX Designer & Frontend Developer

Front-end developer using HAML and SASS for several projects.

- Developed Frontend for clients like Liberty Insurance, SyncTest, etc.
- UX Designer for an Hipertextual's blog network.
- Designed and developed Telefonica's Think BIG blog (WordPress) with a new layout.

MATCH.COM / MEETIC

2011 - 2012

Madrid

## Webmaster (Spain & Portugal)

Managed all web projects & deployment for Meetic.es and Match.com.

- Developed landing pages, banners and marketing strategies.
- Increased conversion rate in 118%.

LEXTREND

2010 - 2011

Madrid

## FrontEnd Developer

Developed all the UX, CSS & HTML in projects for MAPFRE, EPSA and other multinational companies.

SAN GABRIEL HIGH SCHOOL

2006 - 2009

Madrid

## Teacher & Faculty Advisor

Computer Science Teacher from 9th to 11th Grade (High School). Teaching +300 students weekly.

Faculty Advisor for the MUN Delegation of the School.

WEB INK / WEBJAC STUDIO

2004 - Current

Remote

## Founder

[Webjac Studio](#) is my **freelance studio** for UX Design, Development, WordPress & Branding. Visit the [updated portfolio](#).

- Web Design, Development and Consultancy for world-class clients like Audi, PayPal, EA, Mercy Corps, Telefonica, Dauly Wellness, Energi Core, CTO Academy across USA, Europe & Latin America.
- Founder member of Web Ink, C.A. (Venezuela) / UI and Experience Lead Designer.
- **Corporate Director:** General Manager of the company. Accounting and Financial reports. Marketing Strategy.
- *Income growth in more than 180%.*

## REFERENCES

Ricardo Bernardini - CEO at Tentara Digital

Nevardo Argüello - Senior Officer at IADB

Francisco Maestre - CTO at Opinno

Saraí Da Silva - Operations Lead at IF

Abdón Vivas - CTO at IF

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Get the latest version of this resume at: [webjac.com/cv](http://webjac.com/cv)

## EDUCATION

CREACTIVA INSTITUTE

2010 - 2011

Madrid

### Master in Web Design

Master Studies in Web Design, UX & Interaction Design, Interfaces and Web Development.

Obtained Degree: **Master in Web Design**.

UNITEC

2010 - 2011

Valencia, VE

### Information Engineering

I - XV quarter of Information Engineering, UNITEC.

Obtained Degree: **Information Engineer (Bachelor)**.

## PROJECTS

2019 - Current Speaking

### Oh Fork it! Podcast

Founder and Podcaster in Oh Fork it!

2020 - Current Project

### Changing Work

Consultancy & information about Remote Work.

2015 - Current Project

### All Purpose Card

A fun project to send a special card to anybody.

2008 - 2011 Community

### Refresh Valencia

Founded the Tech community of the city: Refresh Valencia. Gave multiple tech talks as organizer of Refresh Valencia.

2009 Community

### BarCamp Valencia 2009

Organized Venezuela's 1st unconference with +150 attendees. Gave the opening & closing keynotes of the event.

2016 - 2019 Project

### ServPaid

A custom Pay-Me page for freelancers using Stripes API.

2004 - 2009 Academic

### Models of UN

Participated in:

- **2004 - Delegate:** Harvard National Model of Unitec Nations. Legal Committee.
- **2004 - Delegate:** VEMUN. DISEC.
- **2005 - Chair President:** World Health Organization, MONUDI 2004.
- **2005 - Chair President:** DISEC Committee, MONUDI 2005.
- **2006 - Secretary General:** MONUDI.
- **2007 - Faculty Advisor:** GAMUN, MONUDI (2007-2009)

2008 - Current Speaking

### Event Talks

Speaker in multiple events, including:

- **03/2016:** UX/UI Design talk in BarCamp Orlando.
- **07/2011:** Lecture for the Web Devs Association of Spain on differences between designers & developers in Madrid.
- **07/2010:** 40-hour course about Web & WordPress development.
- **02/2010:** Talk on the Simon Bolivar University about the future of the web.
- **03/2008:** WordPress talk in BarCamp Miami.

2009 - 2018 Speaking

### Previous Podcasts

Podcaster for +10 years, including:

- **2014 - 2018:** Robot Podcast.
- **2012 - 2013:** Se Habla Geek.
- **2009 - 2011:** Shufflecast.