

- JUAN LUIS PARRA -

Senior Designer & Digital Experience

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- ▶ Web Designer and Graphic Designer with over 10 years of experience.
- ▶ Focused on creating visually appealing products that not only look good but also drive sales.
- ▶ Excel at developing branding strategies and product designs that enhance market presence and resonate with target audiences.
- ▶ Expertise in WordPress combined with a strong background in front-end development, crafting websites and digital experiences that stand out and perform exceptionally well.

PROFESSIONAL EXPERIENCE

Übergbau, Hermosillo • Full Stack Designer

06/2020 - Present

I initially started working at the mining company Übergbau as a web designer on a casual basis, but I eventually transitioned into a part-time position, which I still hold today. My responsibilities within the company have expanded, and I now oversee content management, branding, and marketing strategy.

- ▶ Started as a web designer on a casual basis, transitioned to a part-time role.
- ▶ Currently overseeing content management, branding, and marketing strategies.
- ▶ Expanded responsibilities to include UX/UI design, SEO, and brand strategy.

SonoraPresente, Hermosillo • Director & Journalist

2023 - Present

As the General Director of SonoraPresente, I manage all aspects of the news platform, from writing articles and conducting reports to overseeing web design and advertising. I am responsible for the branding and overall content strategy, ensuring that the platform remains one of the leading local media outlets in the state of Sonora. I also produce video content for our YouTube channel, which has garnered over 50,000 views per month, and have successfully increased the website's traffic to over 100,000 visits per month.

- Manage all aspects of the site, including news writing, reporting, and web design.
- Lead the branding and advertising efforts, enhancing the platform's market presence.
- Produce video content for SonoraPresente's YouTube channel, achieving over 50K views /month.
- Increased the website's traffic to over 100K visits/month, making it one of the leading local media outlets in the state of Sonora.

Freelance, Online • Web Designer

10/2019 - 06/2020

During my time as a freelance web designer, I collaborated with clients from around the world, enhancing my skills in front-end development and WordPress customization. I became adept at working within multicultural teams and consistently delivered high-quality projects under tight deadlines. My freelance work allowed me to refine my ability to communicate effectively across different cultures and manage multiple projects simultaneously.

- ▶ Collaborated with international clients as a freelance web designer.
- ▶ Honed skills in front-end development, WordPress, and cross-cultural communication.
- ▶ Successfully delivered projects under tight deadlines.

Government of the State of Sonora, Hermosillo • Assistant Web Designer

03/2019 - 10/2019

As an Assistant Web Designer in the Social Communications Office, I contributed to the design and maintenance of the government's online presence. My role involved updating and optimizing web content to better engage users, as well as implementing new design elements to improve the site's overall functionality and appeal. My work helped enhance the digital communication strategies of the state government.

- ▶ Worked in the production department at the Social Communications Office.
- ▶ Assisted in the design and maintenance of the government's web presence.
- ▶ Implemented new design elements to enhance user engagement.

Freelance, Hermosillo • Web Designer

2015 - 2019

From 2015 to 2019, I worked as a freelance web designer for local clients, specializing in front-end development and WordPress solutions. I focused on building custom websites and creating branding materials that aligned with clients' needs and market trends. This period allowed me to develop a strong foundation in both web design and client relationship management.

EDUCATION

Bachelor's Degree in Marketing • Universidad Autónoma de Durango, Mexico.

2024.