

# Rodrigo Ayerbe

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## Profile

Italian-Argentinean bread designer passionate about design in digital era. Developing websites focusing on the user experience, creating banners, EDMS and rich media artworks. I would say, growing up along with Internet, helped me to get into digital world from the beginning of my career. I could become a web designer from a graphic one, adjust my advertising career into digital marketing.

## Experience

UX/UI and Graphic Designer , Three Minds StartUp, Melbourne | 2019 - Present  
Own project in development process for Argentina market. Responsibilities: brand identity, wireframes and prototype of website. Typography, Colours, website architecture.  
**Highlights:** Adobe XD, Photoshop, Illustrator, HTML/CSS/JS, Angular 6, Visual Studio Code.

Web Administrator, LBL Philanthropy Org., Sydney, Australia | Sept. 2020 – Present  
Updating and maintaining existing websites developed in Wordpress. Redesign of current UI/UX interface content and website architecture. Plugins setups and troubleshooting. **Highlights:** Wordpress, HTML/CSS/JS, Wordpress Theme  
Reference upon request Lily Baonhi - Founder

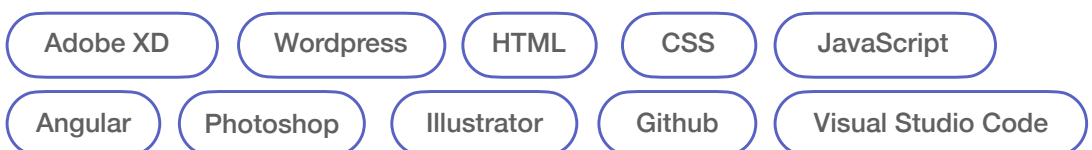
Web Designer, StudyTrip, New Zealand & Australia | 2019 – July 2020  
I have updated their old website into a new one focused on the user experience. Responsibilities: Managing and developing website, plugins, infrastructure, updating content, creating new pages, managing SEO and monitoring performance.  
**Highlights:** Wordpress, HTML/CSS/JS, Wordpress Theme, Photoshop  
Reference upon request Bella Fazio

Web Designer & Graphic Designer, Sercom Net, Argentina | 2011 - 2016  
I have started as a Graphic Designer and Digital Marketing Assistant, creating Social Media content, brand identities for several clients and SEO. One year later leading design team and working closely with stakeholders to translate business requirements into actual web design. **Highlights:** Wordpress, HTML/CSS/JS, Photoshop, Illustrator, MySQL, UX.

## Qualifications

Diploma & Advanced Diploma of Information Technology - NTCA, Australia | Finishing  
Web UI UX Design using Adobe XD - Udemy | 2018  
Certificate in Digital Marketing - Interactive Advertising Bureau, Spain | 2015  
Bachelor of Advertising & Design - IES 21, Argentina | 2011

## Skills



## Languages

Spanish Native | English Upper Intermediate

Interests & Activities

Outdoor activities, Photography, Yoga, Running, Hiking, Listening to music, films.  
Culture, I really enjoy traveling for the fact of learning form new cultures, languages and developing my ability to thrive in new environments.