

Rodrigo Ayerbe

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Profile

Italian-Argentinean bread designer passionate about create 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

Associate Digital Producer, Independence Australia, Melbourne | 2021 - Present
Working in the Digital Innovation team towards a Digital Roadmap which includes creating online portals in WP. Responsibilities: Wordpress wireframes and prototype of website, User Experience, creating personas and journey maps, creating digital forms. Working under agile methodologies.

Highlights: Wordpress, HTML/CSS, Lexer (Customer Data Platform), Smaply, Miro, Monday.com

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 (whatever related to **Nature**), Photography, Yoga, Running, Hiking, Listening to **music**, watching films.

I love **cooking** and learning new **vegetarian** recipes.

Culture, I really enjoy traveling for the fact of **learning** form new cultures, languages and developing my ability to thrive in new environments.