

Rodrigo Ayerbe

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Profile

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

Experience

Associate Digital Producer, Independence Australia, Melbourne | 2021 - Present

Support the successful delivery of the Digital Roadmap initiative through auditing, creating, and managing omnichannel digital assets and web applications to create a single customer view. Create User Experiences for people with disabilities under Web Content Accessibility Guidelines, through the development of user personas, user journeys and user stories.

Responsibilities: Managing web content (WordPress and Contentful), developing wireframes and prototypes, and Improving UX through the creation of personas, journey maps and user stories. Working under agile methodologies.

Highlights: Figma, Jira, Miro, Contentful, WordPress, HTML/CSS, Smaply, Monday.com, WCAG 2, Adobe Creative Suites, Dot Digital.

Reference upon request.

Web Administrator, LBL Philanthropy Org., Sydney, Australia | Sept. 2020 – 2021

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 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 worked closely with stakeholders to translate business requirements into actual web design.

Highlights: Wordpress, HTML/CSS/JS, Photoshop, Illustrator, MySQL, UX.

Qualifications

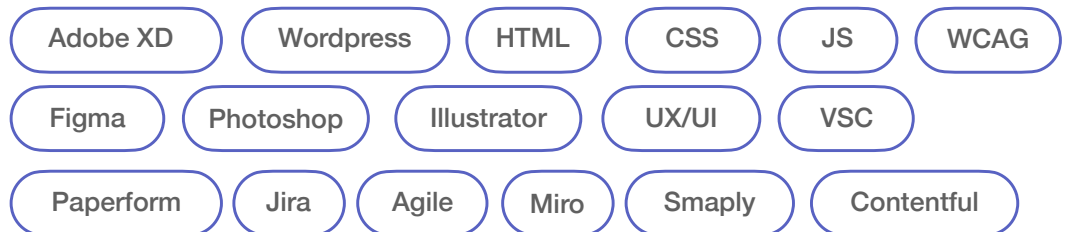
Diploma & Advanced Diploma of Information Technology - NTCA, Australia | 2021

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/Tools



Languages

Spanish Native | English Upper-Intermediate IELTS Cambridge Institute

Interests & Activities

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

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

Culture, I really enjoy travelling for the fact of **learning** from different cultures, and languages and societies, it helps me develop my ability to thrive in new environments.