

Diego Ibanez

Sr. UX/UI | Product | Visual Designer

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⌘ Clifton Strengths

1. Achiever
2. Strategic
3. Learner
4. Analytical
5. Restorative

👤 Who I know

Abby MacInnes

Product Designer

Abby and I have known each other for 4 years and used to work together at Internet Brands.

"His vast array of expertise, including UI/UX, visual design, and front-end development, make Diego a fantastic asset on any team!"

— Abby MacInnes

\$ How I bring value

- 17+ years of professional experience
- Familiar with front-end frameworks
- Design with business in mind
- Design systems, brand guidelines
- Email marketing
- Design for accessibility
- Expert with grid systems
- Identify the UX problems
- Knowing the "what", "how", and "why"

🏆 Achievements

- **Employee of the year** (2010) - National Satellite Systems
- **Certificate of appreciation** (2009) - Westwood College
- **Internship recognition** (2009) - Soft-Gel Technologies
- **Employee of the year** (2005-2008) - Fry's Electronics

📖 Where I've Been

Sr. UX/UI Visual Designer

Internet Brands

03/2017-Present

- Participate in business initiatives to identify new issues.
- Created a Design System for www.ApartmentRatings.com which increased traffic 22% site-wide, 50% form submission, and 19% review completion
- Create wireframes, low-fi mockups, and prototypes to present UX solutions
- Improve the UI and UX of Auto Classifieds, Auto Communities, and provide a design solution to increase business revenue
- Research, user test, improve digital product features from start to end, document, and coordinate with developers for implementation
- Design responsive website themes, user interfaces and user experiences on digital web-based product applications for 150+ site platforms.
- Use my extensive experience to mentor Jr designers and intern product managers

Sr. Web Designer - Email Marketing

Newegg

01/2017 - 02/2017

- Responsible for creating, designing, and adding e-comm products to multiple email marketing campaigns
- Worked with copywriters and other designers
- Design, code (HTML and CSS), setup email marketing campaigns & landing pages
- Gave training and supervision to new and assistant designers
- A/B tested new design concept ideas to increase conversion

Sr. UI Web Designer/Front-End Developer

Innovative Metrics

07/2016 - 12/2016

- Researched, documented, and created new UI themes for various internal sites
- Designed and implemented multiple style guides
- Coded theme templates for various marketing campaigns

Web Designer/Front-End Developer

Walla Media

03/2011 - 07/2015

- Design, code, setup marketing campaigns - email, web banners, & landing pages for internal and partner products using HTML, CSS, JS, and front-end frameworks
- Created, maintained, and worked with partners style guides
- Optimized, A/B and multivariate tested marketing campaigns to increase conversion for various marketing campaigns
- Collaborated with developers to create a proprietary internal tracking system

Software & skills

1. Figma
2. Photoshop
3. Illustrator
4. Adobe Creative Suite
5. Google Analytics
6. UserTesting
7. Confluence
8. Jira
9. Design Systems
10. Prototypes

Sr. Web Designer/Front-End Developer

National Satellite Systems

03/2009 – 03/2011

- Lead all designers, manage, execute, and coordinate marketing campaigns with internal teams to increase conversion and revenue
- Managed quarterly and yearly roadmap marketing campaigns
- Design, maintain, and implement mini sites using front-end frameworks and manually writing code (HTML, CSS, JS)

Web Designer Intern

Soft-Gel Technologies

06/2008 – 09/2008

- Take direction from Creative Director to create marketing digital and print materials for internal products and trade shows
- Make website graphic updates taking direction from the Creative Director and the Marketing Director

What I've Learned

Certificate - UI Components I, II

UXCEL

2021

Certificate - Designing for Accessibility

UXCEL

2021

Certificate - UX Design Foundations

UXCEL

2021

Bachelor's Degree - Visual Communication

Westwood college, 2006-2009

2006-2009

Associates Degree - Multimedia

ITT TECH

2003-2006

“Great designers never stop learning”

-- Diego Ibanez