

# RAFAEL CONTRERAS RODRIGUEZ

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## 👤 SUMMARY

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- 8+ years experience hands-on work and leading strategy and production of tidy, thorough UX deliverables and best practices:
  - Advocated Web interaction design best practices, with a focus on consistency and usability
  - Assured that all user input is validated before submitting to back-end
  - Built reusable code and libraries for future use
  - Closely worked with back-end developers to optimize existing Web technology and create the best possible user experience
  - Collaborated with User Interface and User Experience teams
  - Collaborated with other team members and stakeholders
  - Collaborated with the design team to define the information architecture
  - Created clean, precise browser-compatible code
  - Designed functionality
  - Developed and launched better systems to purchase, manage and deliver online traffic
  - Developed new user-facing features
  - Developed site content and graphics by coordinating with copywriters and graphic artists; designing images, icons, banners, audio and video enhancements, etc.
  - Developed site navigation by categorizing content; funneling traffic through content
  - Ensured the technical feasibility of UI/UX designs
  - Established locatability by registering with search engines
  - Developed / implemented plugins for PHP CMS such as Wordpress, Joomla and Grav
  - Implemented functionality in JavaScript, .Net, and PHP
  - Optimized application for maximum speed and scalability
  - Planned site / project design by clarifying goals
  - Prepared site by installing and configuring server software
  - Prioritized and managed multiple tasks across multiple projects, under tight deadlines
  - Rolled out and scaled new web sites that integrate consumer marketing and social media
  - Worked with backend engineers and QA to see projects through, from conception to completion
- History of pleasant and effective team leadership working with UX people, visual designers, developers, executives, stakeholders, clients and end users.
- My specialty and preference is for large, complex projects.
- I energetically think on my feet to keep coming up with new ideas if old ones aren't working; Flexible enough to know when something isn't working and tactfully lobby for the best solution.
- Daily, I keep up on current important ideas in UX, front-end development, visual design, and technology arts and sciences.

## 👥 EXPERIENCE

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**Bayleys Realty Group** Auckland, New Zealand

Aug 2015 – Present

*User Experience Architect*

At Bayleys Real Estate I am responsible of the User Experience research, User Interface design, and front-end development and testing for the various internal and public facing digital services and websites.

The role:

Creating Mobile, Tablet and Web based, user centric wireframes for Real Estate domain, organizing workshop with cross domain business teams, coordinating projects in prototype cycles between development and business. Converting such wireframes and prototypes to front-end code using .NET, PHP, HTML, CSS and Javascript, ensuring good performance and clean code. Further responsibilities include, keeping brand language consistent, keeping UX between various user journeys seamless for the end user and managing multiple projects at various stages of the design cycles and development timelines.

#### Achievements:

- Increased daily page visits by 580% compared to 2015 (*Source: Google Analytics*)
- Achieved second most visited real estate site by daily page visits from fourth since 2015 (*Source: similar-web.com as of 28 Nov 2016*)

#### **Mako Networks** Auckland, New Zealand

Feb 2012 – Jul 2015

##### *User Experience Architect*

As the UX architect I was in charge of the whole digital product experience ranging from marketing website, sales portals and the Mako Central Management System.

#### The role:

Designing and prototyping interfaces for a large scale SAAS solution. Conducting weekly workshops (per project) with developers, stakeholders, clients and end-users. Evangelization about the importance of best practices and user/customer experience.

#### Achievements:

- Created an unified interface across all digital solutions and products, critically reducing the design / prototyping / development / testing process.
- Improved overall performance of the service as it moved from complete server rendering to a combination of client side and backend business logic.

#### **Massimo International** Auckland, New Zealand

Oct 2008 – Jan 2012

##### *Web designer - POS administrator*

## EDUCATION

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#### **Universidad TecMilenio**, Mexico, Mexico

2006 – 2008

##### *Masters in Business Administration*

#### **UNITEC**, Mexico, Mexico

2002 – 2005

##### *Bachelor in Graphic Design*

#### **Tec de Monterrey**, Mexico, Mexico

1998 – 2002

##### *Bachelor in Computer Science Engineering*

## SKILLS

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- UI design tools: Adobe Photoshop and Illustrator, Sketch
- UX Prototyping tools: Invision, FramerJS, Adobe AfterEffects
- Development languages: HTML5, CSS3, JS (jQuery, Node, Angular), PHP, Java, and .Net. Currently working on React and React Native.

## **i** MISCELLANEOUS

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- Website: <https://contrer.as>
- GitHub: <https://github.com/rafcontreras>
- Languages: English - Fluent, Spanish - Native speaker, French - Basic