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About

Digital professional with over **7 years of experience** at the intersection of design, development, and digital optimization. My profile combines **UX/UI design** (Figma, design systems, user research), **front-end development** (JavaScript, HTML, CSS, ReactJS, WordPress), and **experimentation and CRO** (Adobe Target, Monetate, GA4). I've worked in digital agencies, enterprise projects, and high-traffic eCommerce platforms, always focused on improving user experience and delivering measurable business results.

Experience

Capitole - A/B Testing Developer - 09/2025 - Present

Design and implementation of **A/B and multivariate experiments** for an airline eCommerce platform. Requirements gathering with CRO, UX/UI, and business teams, and experiment implementation using **JavaScript, HTML, and CSS**. Documentation of requirements, implementations, results, and learnings to support continuous improvement. Close collaboration with the eCommerce development team to align dependencies and ensure smooth integration. Benchmarking of new features prior to experimentation, using **Monetate** as the testing platform and **GA4** for measurement and analysis.

JOSUE SB Freelance - Freelance Web Developer — WordPress, Framer, Squarespace - 03/2025 - Present

End-to-end web design and development for multiple clients, combining information architecture, Figma design, and technical implementation across different platforms.

- **Framer** site development with reusable components, CMS Collections, and micro-interactions tailored for non-technical editors
- Advanced **Squarespace 7.1** customization with custom CSS and JavaScript
- **GA4 and GTM** setup: events, conversion funnels, and naming conventions optimized for experimentation
- Technical SEO, Core Web Vitals, and version control on every delivery
- Projects: campaign landers, corporate sites, portfolios, and microsites with forms, newsletters, and payments

First Factory - UX/UI Engineer - 11/2021 - 12/2025

Versatile UX/UI designer and developer working at the intersection of design and engineering, with a focus on user-centered design and strong attention to detail. Participated in projects from first client contact through final delivery, for clients in financial, healthcare, and social media sectors — primarily in the US.

- Definition of information architecture and interaction design for complex web platforms
- Participation in discovery sessions, workshops, and validations with international stakeholders in English
- End-to-end redesign of the corporate website
- UI design for multiple ongoing projects, maintaining continuous communication with CEO, COO, and technical teams
- Defined a standard process for internal design creation and managed daily work in Jira

Growth Acceleration Partners - Experimentation Specialist (Adobe Target) - 09/2020 - 11/2021

Promoted to software developer with a focus on SEO and UX A/B testing. Experience implementing tests with **Adobe Target**, JavaScript, Zeplin mockups, and applying responsive design principles, with solid command of analytics tools.

- Front-end development with JavaScript, jQuery, Sass, HTML, and CSS, with version control in Bitbucket.
- Project management in Agile environments with Jira and Confluence, including deadlines, requirements, and documentation.
- Stakeholder coordination and cross-functional support in development and QA.

Growth Acceleration Partners - Web Content Editor - 07/2019 - 09/2020

Updating and maintaining client websites using CMS platforms such as HubSpot, Sitecore, and WordPress, in an agile environment and working in English daily.

- Design and implementation of a strategic workflow for weekly content publishing, benefiting both clients and the team.

- Technical lead backup and coordination of onboarding for new team members, including technical training.
- Contribution to continuous process evaluation and improvement initiatives.

Sevensoft - UI/UX Designer and Front-end Developer - 08/2018 - 06/2019

Managed the visual design department and supported the development area through design consulting and programming tasks, ensuring solutions met basic UX principles. Responsible for creating attractive and viable interactive prototypes in the early stages of projects.

- Design of **high-fidelity interactive prototypes** focused on usability and functional clarity.
- Definition of interaction patterns and UI components for internal and client products.
- Design of physical graphic materials including flyers, roll-ups, and office pieces.
- Design and development of the corporate website: sevensoftit.com

Projects

SolarWinds - Programa de experimentación (NDA) - 2021-2023

Trabajo de experimentación y personalización a nivel empresarial para SolarWinds utilizando **Adobe Target**. Mis responsabilidades incluían la implementación y mantenimiento de experimentos con JS, HTML y CSS, asegurando un QA riguroso, una correcta lógica de targeting y la consistencia visual y funcional en entornos dinámicos y aplicaciones SPA. Trabajo centrado en buenas prácticas de CRO, fiabilidad de la experimentación y colaboración con equipos de analítica y producto. Por confidencialidad, no es posible compartir métricas ni material visual detallado.

FirstFactory.com. First Factory - 2023-2024

Rediseño, desarrollo y mantenimiento continuo del sitio web corporativo. Mi rol incluyó diseño UI/UX, creación de layouts basados en componentes, diseño responsive e implementación en **WordPress y Beaver Builder**, apoyado con código front-end personalizado (HTML, CSS y JavaScript). El proyecto se centró en claridad, rendimiento y escalabilidad, facilitando el trabajo de los equipos de marketing y contenidos - firstfactory.com

PitchCR.com. Freelance - 2025

En este proyecto trabajé como desarrollador front-end, encargado de implementar y extender la plataforma sobre Squarespace. Mi trabajo incluyó **JavaScript y CSS personalizados** para superar limitaciones de la plataforma, mejorar la flexibilidad de los layouts y optimizar interacciones y comportamiento responsive en distintos dispositivos. Colaboré estrechamente con los stakeholders para traducir los requisitos en soluciones técnicas viables, garantizando rendimiento, mantenibilidad y coherencia dentro de un entorno basado en CMS - pitchcr.com

Skills

- **CRO & experimentation:** Adobe Target, Monetate, Dynamic Yield · A/B testing, MVT, funnel analysis, GA4, Quantum Metrics, GTM
- **UX/UI Design:** Figma, Adobe XD, design systems, prototyping, user research, information architecture
- **Front-end:** JavaScript, jQuery, HTML, CSS/Sass, ReactJS · WordPress, Framer, Squarespace, Webflow
- **CMS & analytics:** HubSpot, Sitecore, WordPress · GA4, GTM, technical SEO
- **Collaboration:** Jira, Confluence, Agile · cross-functional teams in English

Education

Universidad de Costa Rica

Ingeniería en Informática y Tecnología Multimedia | 2015 - 2019
Grado universitario con honores

Mastercard Dynamic Yield

Experience Web Certificate | 2026
verify.skilljar.com/c/vtphok5ufrzd

CareerFoundry

Diseño UI | 2020 - 2021
Programa formativo de 9 meses

Languages

Spanish (native) · Professional English (B2+)