
ENRIQUE MASIAS

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571.480.6099

EDUCATION

M.S. in Human-Centered Computing

University of Maryland-Baltimore County

Baltimore, MD – Jan 2018 to Aug 2019

B.S. in Computer Science

Universidad Catolica San Pablo

Arequipa, Peru – Jan 2003 to Dec 2007

SKILLS

Business Analysis

User Research

Information Architecture

Sketching

Wireframing

Branding & Identity

Prototyping

Usability Testing

Front-End Development

Project Management

Digital Marketing

TOOLS

Sketch, Adobe XD, Figma

InVision, Marvel App, Framer

Mockflow, Balsamiq

Usabilia, Hotjar, Google Analytics

AfterEffects, InDesign, Illustrator

DynoMapper, Omnigraffle, OptimalSort

WordPress, WooCommerce

Bootstrap, AngularJS, VueJS

ABOUT ME

I'm a UI/UX Designer and Front-End Developer who can be involved in different stages of a digital project, from the seed of the idea, through to sketches, design and even the front-end build. This means I can jump in at any stage of a project, or take on the whole project, from design to build.

WORK EXPERIENCE

UX Designer – WhatConverts

Remotely - 2019 to Present

I'm in charge of enhancing the User Experience of our SaaS platform, as well as increasing conversion/retention rates for our product by conducting user/market research and developing/maintaining our Design System.

Lead UX Designer – 7strategy Digital Agency

Remotely - 2017 to 2019

I was in charge of leading and improving the design process of our UX Team by identifying business goals and user needs, and establishing plans for producing sketches, wireframes and conducting usability evaluation.

UI/UX Designer – 7strategy Digital Agency

Remotely - 2014 to 2017

I was in charge of designing and building the user experience of web applications using data provided by our research team and producing wireframes and prototypes that were turned into functional.

Web Designer – 7strategy Digital Agency

Kansas City, MO - 2011 to 2014

I was in charge of analyzing clients' requirements in order to create brand identity guidelines and design interfaces mockups for impactful websites.

Web Developer – 7strategy Digital Agency

Kansas City, MO - 2009 to 2011

I was in charge of bringing mockups to life by programming custom-made web applications with HTML, CSS, and JavaScript.

Digital Marketer Intern – 7strategy Digital Agency

Kansas City, MO - 2008 to 2009

I was in charge of managing online campaigns for maximizing the volume of inbound organic traffic from search engines to websites.