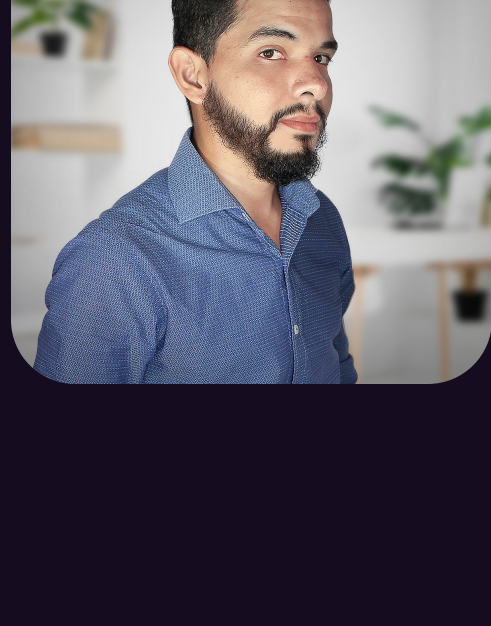




Julio Gómez

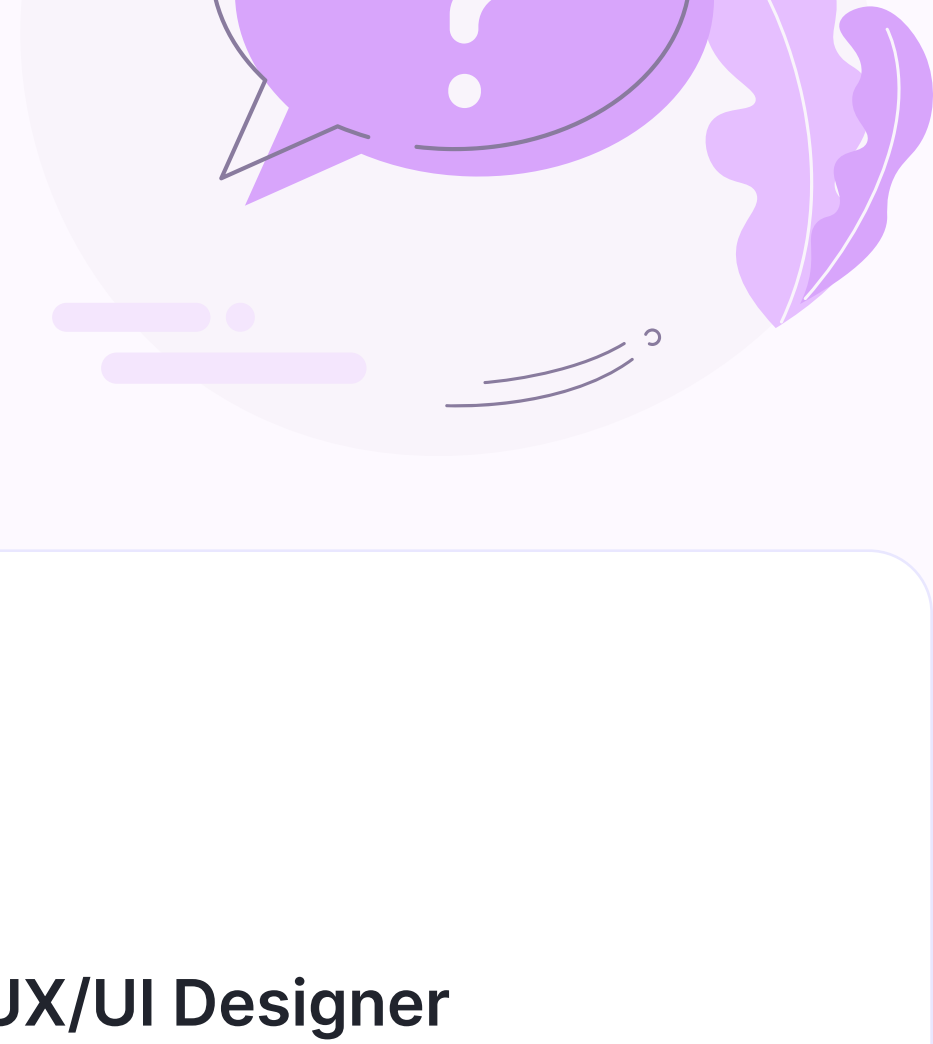
UX/UI Designer

Julio

About Me

With a 360 vision of the product thanks to my beginnings in Corporate Identity, Branding, marketing and social networks. For 8 years I dedicated myself mainly to creating digital products, designing mobile and desktop interfaces for companies and startups.

One of my favorite things is to connect with people who love design, software development, and every person who loves the world of technology and who loves to be constantly learning.



Contact

 julio@gomezjulio.com

 www.gomezjulio.com

 in/soyjulio Gomez

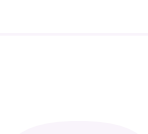
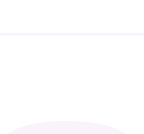
 soyjulio Gomez

 +593 999903223

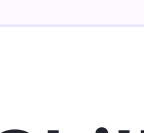
 Quito - Ecuador

Software / Tool









Skills

Design Systems

Scrum

CSS Expert

Html

Design Thinking

Variants

Variables

Research

Storybook

Experience

2019–Present

VIRTUAL VALLEY



Product Designer - UX/UI Designer

In my role as a UX/UI Designer at Virtual Valley, the parent company of PPC AdLabs, PPC Predict, and PPC AdWriter, I have been instrumental in designing and optimizing SaaS products. These tools include advanced email tracking systems, a massive Google Ads keyword database, and AI-driven platforms for creating and automating Google Ads campaigns. My focus is on building intuitive dashboards, user-friendly interfaces, and innovative solutions that elevate user experience and enhance operational efficiency.

SaaS Product Design:

Leading the design process for key products, I've been instrumental in enhancing user satisfaction through the creation of visually appealing dashboards and menus that prioritize usability.

- Designed and developed lead generation and tracking platforms with global search capabilities.
- Created email delivery and tracking tools for optimizing email campaign performance.
- Built Google Ads reporting products that offer detailed insights on ad performance and keyword data.
- Designed and implemented email warm-up systems to improve sender reputation and deliverability.
- Integrated interactive maps to locate leads in any region of the world for enhanced lead targeting.
- Developed comprehensive design systems and UI components for consistency across multiple SaaS products.
- Created intuitive dashboards and control panels for managing leads, emails, and ad performance.
- Implemented features for manual lead uploads, allowing users to import and manage leads efficiently.

2018 -2019



UX/UI Designer

At Emotive.io, I led the design of key interfaces, including dashboards, control panels, and settings for an SMS automation platform. My work focused on enhancing user experience and driving conversions through intuitive, visually appealing designs. I collaborated closely with product teams to create seamless user journeys that maximize sales recovery and customer engagement.

- Designed the dashboard to monitor SMS automation for abandoned cart recovery.
- Developed and maintained a comprehensive design system for consistency across the platform.
- Created control panels for managing automated product recommendations and SMS flows.
- Designed intuitive settings interfaces for customizable SMS campaigns.
- Optimized conversational SMS messaging for increased cart recovery and customer retention.
- Built automated product recommendation flows via two-way SMS quizzes.
- Designed cross-sell and upsell conversations for repeat purchases.

2016 - 2018



UI Designer

During this period I started to be a successful freelancer living from design, primarily working on UI Design, creating wordpress websites, designing Email...

While working on EdTeam I used Figma a lot, I fell in love with it and decided to go deeper and become a guru of the tool.

- Style guide design
- Creation of a Brand Book
- Create websites in WordPress
- Use of components in Figma
- Wireflows, Wireframes
- Prototyped in Figma
- Design thinking
- Design sprint

Training and certifications

I constantly spend my time studying, I really enjoy learning what I like.



COURSE COMPLETION CERTIFICATE

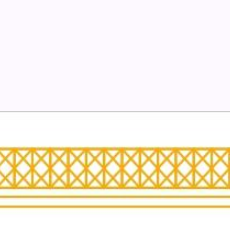
UI Components II: Advanced

ISSUED TO

Julio Manuel Gómez Coello

2022-03-29

Issue date



CEO, Uxcel



ID: RNV4G57D6H3W





2019

On behalf of BYU-Pathway Worldwide

Julio Manuel Gomez Coello

is presented this certificate for completion of PathwayConnect, a year-long program teaching life skills, English, algebra, and personal finance.







COURSE COMPLETION CERTIFICATE

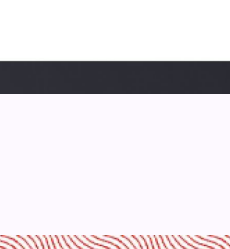
HTML for Designers

ISSUED TO

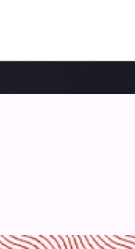
Julio Manuel Gómez Coello

2022-04-13

Issue date



CEO, Uxcel



ID: SR48EF8UAKZE



31 DE DICIEMBRE DE 2020

DOMESTIKA. Crear. Compartir. Aprender.

DOMESTIKA

— Este certificado es una constancia de que **Julio Manuel Gomez Coello** ha asistido en Domestika al curso online **Introducción a Design Systems con Figma** impartido por **Javier 'Simón' Cuello, UX Designer.**

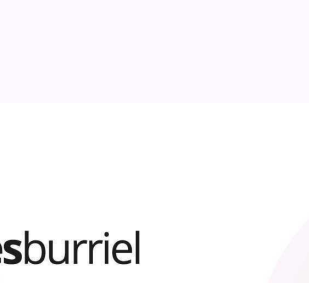
DOMESTIKA INC.

2051, Addison St.

BERKELEY, CA 94704

USA





Javier Simón Cuello



Certifican a

JULIO MANUEL GOMEZ COELLO

Por participar y aprobar el

CURSO DE

DISEÑO EN MODO OSCURO



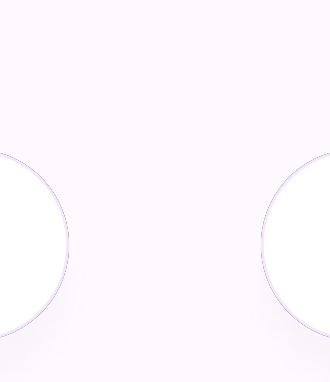
Christian Vaz Del Hoz S.

CEO DE PLATZI



Diego Torres Burriel

MANAGING DIRECTOR DE UXCEL



Certificación de aprendizaje online

Aprobado el 29 de ENERO de 2022

9 horas de teoría y práctica

<https://platzi.com/@julgomez/>

<https://platzi.com/@julgomez/>

Uxcel Certifications >

Platzi Certifications >

Thank You!

Designed with  by Julio Gómez