

# Andres Eguino UX/UI Designer

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## WORK EXPERIENCE

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### **BAD Marketing**

**Remote, Georgia.**

*UI/Digital Designer*

*May 2024 - Present*

- Designed and developed high-conversion funnels for various clients in the US, focusing on maximizing user engagement and driving conversions through strategic UI/UX design.
- Created compelling graphic designs and UI elements, including landing pages, ads, and email templates, tailored to the specific needs of diverse clients, resulting in a significant increase in conversion rates.
- Collaborated closely with the marketing team to develop and implement visually appealing and user-friendly designs that align with client goals, leading to enhanced user experience and client satisfaction.
- Utilized data-driven insights to refine and optimize design strategies, achieving a consistent track record of high conversion rates and positive client feedback.

### **Crehana**

**Remote, Mexico.**

*UI/Digital Designer*

*August 2023 - Present*

- Designed and implemented Web Pages using Figma, Hubspot, and Salesforce/Pardot, for events and landing pages launched by the company, obtaining over 30,000 views per Web Page and 600,000 views in the main contact Web Page.
- Updated and re-designed Crehana's website buyers journey to improve user experience and UI expected to increase conversion rate by 30%.
- Designed and created templates of blog covers, ADS, and Handbooks, for the marketing team resulting in an increment
- Collaborated with the brand and marketing team in the new 2024 brand positioning.
- Collaborated in the launch of Hana AI, creating Mailing covers, ADS, LinkedIn Posts, Landing page, and registration page.

### **No Limit Creatives**

**Remote, Oregon.**

*UI/Digital Designer*

*December 2022 - August 2023*

- Designed 2-3 requests, including Social Media, Print, Landing Pages, using Figma, and the Adobe CC.
- Awarded Highest performance designer twice in a row, with 100% success rate, and over 300 design request completed.
- Collaborated with the my design team to maintain client satisfaction resulting in the team having the highest retention rate which was over 96%.

### **MasterWeb Solutions**

**Remote, Colombia.**

*UX/UI Designer*

*February 2022 - December 2022*

- Redesigned their website, creating a template for their various services, and redesigning their home page, resulting in an increment of website traffic of 70%.
- Used Google Analytics to understand users interest using Average Session duration, bounce rate, traffic, time on page which resulted in an optimized design increasing each metric positively.
- Worked directly with the CEO to meet the company's expectation updating the website to their brand book.

### **At Night Food App**

**Bolivia.**

*UX/UI Designer*

*December 2021 - February 2022*

- Conducted User Research, creating user personas, user stories, competitive benchmark, Information architecture, client meetings.
- Worked closely with the stake holders receiving constant feedback, and conducting testing to iterate on the designs

## EDUCATION

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### BYU ENSIGN COLLEGE

Graphic Designer

Remote, Idaho.

Graduation Date: August 2025

### CoderHouse

UX/UI Design

Remote, Argentina.

July 2022

### Coursera

Google UX/UI Design

Remote.

Nov 2021

## SKILLS

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Figma | Photoshop | Html | CSS | WIX | Illustrator | Hubspot | User Reseach & Testing | Web Design  
| App Design | Salesforce/Pardot