



Dafne Hernández Ruiz

UX Designer specialized in CRO

BERLIN, GERMANY

LANGUAGES

Spanish

100%

English

75%

German

30%

Zertifikat DTZ B1

SOFT SKILLS

Analytical Thinking

Proactive and Self-taught

Communication and collaboration

CONTACT



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A BIT ABOUT ME

Passionate about the synergy between marketing and design, my professional journey has been a rewarding mix of experiences. Transitioning from a sales role (for 6 years) in 2020, I discovered my true calling as a marketer and UX designer. With a deep affinity for enhancing web experiences, my expertise lies in crafting intuitive UX designs, web building, and driving Conversion Rate Optimization (CRO).

WORK EXPERIENCE

MARKETER & UX DESIGNER - GERMANY AND SPAIN

FREELANCER 2021 - PRESENT



UX Designer / CRO, at Colegio del Trabajo Social de Las Palmas.

- Lead the team to do user research (Empathy Interviews, Surveys, and Polls), with the objective of doing generative and validating research.
- Competitive Audit, User stories, Heuristic Analysis, User Journey Mapping, and usability testing to gain insights and inform design decisions.
- Conduct an audit using Google Analytics, while also generating comprehensive reports encompassing objectives, events, and metrics.
- Developed wireframes, prototypes, and UI designs using industry-standard tools such as Figma, and Adobe XD.
- Redesign and develop all the website to improve the UX and conversion.
- Maintenance of the website and its plugins.



Cabildo de Gran Canaria

Digital Marketer Paid Social, Participación ciudadana, Cabildo de Gran Canaria and Colegio T.S.

- I conducted extensive audience research and competitor analysis to identify target demographics and refine targeting parameters for the campaign, resulting in a 25% increase in audience engagement.
- Developed a strategic marketing plan focusing on lead funnel optimization, which resulted in a 20% increase in qualified leads with the CTR of 5%.
- Redesigned the landing page, resulting in a decrease 40% in bounce rate.
- Create and manage a Meta campaign for 7 months.
- The views of Youtube videos increased by 650%



UX Designer and Web Builder Manager, at Aprendi in Germany.

Web builder and UX Designer

- Conduct user research, customer journey
- Creation of wireframes in Figma based on the user story and customer journey for the web design that I did.
- Design and development of the website, blogs, landing pages, pop-ups, etc... using CMS (WordPress/Elementor).
- Content extraction through web scraping to create a job listing with more than 1500 entries.
- Creation of page and post templates with dynamic content so website editors can publish content easily and quickly.
- Redesign website, improving their design and user experience.
- Improve the SEO of all pages and posts.
- API integration.
- Master data management solution that helps companies import CSV and XML files into WordPress in a unified interface and updated them in real-time.
- Improving website loading speed.
- Maintenance of the website and its plugins.

Email Marketing:

- Identify target audiences and grow email lists through nurturing campaigns using automated email sequences.
- Design and implement direct email marketing campaigns.
- Creating filters in CRM to create groups of contacts to target marketing campaigns at.
- Analyse data and campaigns by implementing UTM parameters in the CRM.



**PLEASE KEEP READING, OTHER
PROJECTS ARE ON THE NEXT PAGE**

OTHER PROJECTS



CULTURAL ASSOCIATION "EL SUEÑO DE MAMÁ"

www.elsuenodemama.es



- Web design and development
- Marketing Strategy
- Email Marketing
- Subscription system
- Implement an event manager in which users can purchase tickets connected to the email marketing tool.



SIMPEL SPAREN

www.simpel-sparen.de



- Design and development Landing page
- Social Media campaign for 3 months with a CTR of 3,5%.



SOFTWARE SOLUTIONS



- Marketing strategy
- Create custom e-commerce landing pages tailored to their brand identity and product offerings.
- Social Media campaign for 4 months with a CTR of 4,5%.



EUROPE INSIDER



- Web design and development
- Marketing strategy
- Social media content creation
- Blogging
- Web scraping
- Email marketing

MORE PROJECTS IN MY SITE



CERTIFICATIONS



CXL Certified Optimizer



Customer experience for
ecommerce



SOME OF TOOLS THAT I USE

UX Design:

- Adobe XD
- Figma
- Affinity designer
- Lucidchart

CRO:

- Google Analytics
- Google Optimize
- Hotjar
- Crazy Egg
- M. Clarity
- Airtable

Web builder:

- Wordpress
- Elementor
- WooCommerce

Others:

- Octoparse
- Meta Business Manager
- ClickUp
- Miro
- Notion
- HubSpot