

Ezequiel Valdez

Designer and Marketer

Presentation:

I am a designer with over 10 years of experience in digital design, web development, UX/UI, graphic design, and collaboration with multidisciplinary teams across various industries, such as marketing and e-commerce.

As a versatile designer, I am involved in all stages of design, from conceptualization to final implementation. Throughout my career, I have developed project management and leadership skills, allowing me to identify organizational requirements, delegate tasks, and supervise workflows to maximize productivity and efficiency.

From an early age, I have worked as a web designer, specializing in website layout and styling using various frameworks. My deep understanding of web semantics enables me to structure and organize content efficiently.

Additionally, I have strong communication skills and a commercial mindset, which allow me to identify business objectives in both the projects I participate in and the broader commercial goals of clients and stakeholders.

Personal Information:

- **Date of Birth:** September 13, 1991 (33)
- **Nationality:** Uruguayan
- **Marital Status:** Single
- **Residence:** Montevideo, Uruguay / Buenos Aires, Argentina

Contact:

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- **LinkedIn:** [linkedin.com/in/ezevaldez](https://www.linkedin.com/in/ezevaldez)
- **Behance:** [behance.net/ezeqvaldez](https://www.behance.net/ezeqvaldez)
- **Website:** ezequielvaldez.pro

Education:

- **Advertising Analyst** – BIOS, Montevideo, Uruguay (2012 - 2013)
- **Web Design** – Círculo Informático, Montevideo, Uruguay (2010 - 2011)
- **Graphic Design** – BIOS, Montevideo, Uruguay (2008 - 2009)

Technical Skills:

- **Figma**

Level: Advanced | **Experience:** 7 years

I use Figma daily for interface design, graphic asset creation, and project prototyping. It is my primary tool for optimizing productivity and team collaboration.

- **Adobe Photoshop**

Level: Advanced | **Experience:** 10+ years

Key tool for high-quality digital and print graphics. Recently incorporated AI techniques for more creative and original results.

- **Adobe Illustrator**

Level: Advanced | **Experience:** 10+ years

I use Adobe Illustrator to create high-definition vector assets, illustrate, and conceptualize graphics that are not always available in libraries or stock resources.

I combine it with Figma to take advantage of its superior vector and stroke handling.

Throughout my career, I have used Illustrator for designing logos, isologos, and developing creative branding pieces, both digital and print.

- **InDesign**

Level: Intermediate | **Experience:** 2+ years

Experience in editorial design for specific projects, while mainly focusing on digital design.

- **After Effects**

Level: Intermediate/Advanced | **Experience:** 5+ years

I use After Effects to perform quick edits and achieve results in optimal time, both for animating static pieces and for creating creative content for social media or for communicational and commercial purposes. I also create assets for the web, such as animations in JSON format, and perform video post-production.

- **Adobe Premiere**

Level: Beginner | **Experience:** 2+ years

Primarily used for professional video editing and seamless transitions.

- **Visual Studio Code**

Level: Intermediate/Advanced | **Experience:** 7+ years

Although my profile is primarily creative and design-oriented, my career has provided me with

opportunities to work directly with coding tools. I frequently use Visual Studio Code as my preferred and primary tool for developing and editing code in web projects.

- **HTML5 y CSS**

Level: Advanced | **Experience:** 12+ years

Strong expertise in CSS and SASS for translating designs into faithful web renderings, ensuring visual consistency and professionalism.

Other Tools & Technologies:

- WordPress
- Drupal
- jQuery
- Dreamweaver
- Bootstrap
- Joomla
- Webflow

Languages:

- **Spanish:** Native
- **English:** Intermediate-Advanced (B2)

Work Experience

Marketing Specialist Designer

Inswitch (February 2024 - December 2025)

- Created digital assets in Figma for LinkedIn and other platforms.
- Managed email marketing campaigns and designed responsive websites.
- Supervised external design and video agencies.
- Planned and designed commercial events in the fintech sector.
- Designed Webflow-based landing pages and institutional websites.

Frontend Developer & UX/UI Designer

Freelancer (2022 - 2023)

- Developed websites on various CMS platforms.
- Designed UX for projects that expanded my experience and portfolio.

UX/UI Designer

GlobalUY (2021 - 2022)

- Conducted UX/UI research and design for mobile and web applications focused on startups.

UX/UI Designer & Frontend Developer

TCS - Tata Consultancy Services (2019 - 2021)

- Led a web project team for a global auditing firm.
- Coordinated with designers and developers.
- Developed email marketing campaigns in Salesforce for a tech company.

Frontend Designer

Sublime Solutions (2016 - 2018)

- Designed institutional websites, templates, and e-commerce portals.
- Implemented HTML5, CSS, and responsive design.

Designer and Marketing Consultant (Owner)

ECOMMUY - Marketing & Design (2012 - 2016)

- Designed graphic, multimedia, and web materials.
- Provided digital marketing strategy consulting.

Web Designer

Targetit Online (2010 - 2012)

- First professional experience as a Junior Web Designer.

References:

Ana Inés Rodríguez (Lang: EN / ESP)

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Owner in Team Monitor

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