



Tomás Canale
UX/UI DESIGNER
Valencia, Spain

CONTACT

+34 6122 63655
tomascanale@gmail.com

CONNECT

linkedin.com/in/tomascanale
angel.co/tomas-canale

PORTFOLIO

www.tomascanale.com

HARD SKILLS

- Digital Design
- UX/UI
- Programming
- Front-end Development
- Video Editing
- Graphic Design
- Audio Editing
- SEO
- SEM
- Motion Graphics
- Agile Methodologies
- Data Analytics
- Social Media Marketing
- Prototyping
- Online Marketing
- E-mail Marketing
- Sales
- Pitching Ideas
- Brainstorming
- Prospecting clients
- Budgeting
- Facilitation
- Project Management

SOFT SKILLS

- Management
- Team Player
- Social
- Analytical
- Problem-solving
- Flexibility
- Design Thinking

SOFTWARE & CODING

- HTML5
- CSS3
- PHP
- Javascript
- Jquery
- MySQL
- Processing
- Arduino
- Figma
- Sketch
- DIVI
- WordPress
- Elementor
- Mailchimp
- Adobe Creative Suite
- Asana
- Trello
- Zapier
- ClickUp
- Google Ads
- MS Office
- Zoom
- Google Workspace
- Miro
- Hubspot
- Google Analytics

LANGUAGES

- Native Spanish
- Full Professional English
- Elementary German
- Elementary Italian

I'm a UX/UI Designer with experience in Digital Product Design, Web Design, WordPress, and Front-end Development. I believe in a holistic approach to design, considering visual aspects, user experience, and functionality. I'm also skilled in Automation, Integrations, Business Operations, Project Management, Training, Video Editing, Sales, and Account Management. I'm a self-starter and continuously learning to stay ahead of the curve.

PROFESSIONAL EXPERIENCE



JANUARY 2006 - PRESENT | REMOTE
UX/UI | Digital Product Designer | WordPress Specialist - Freelancer

- Creating user interfaces and experiences for a wide range of digital products, such as websites, web apps, and mobile apps, with the goal of increasing user engagement and satisfaction.
- Using Figma to create wireframes and prototypes to convey design concepts and ideas to stakeholders, contributing to more efficient development processes, better product usability testing and faster iterations based on user feedback.
- Conducting user research to gather insights and inform design decisions, resulting in more user-centred and effective designs.
- Collaborating with cross-functional teams that included marketing managers, developers, product managers, and C-level stakeholders to ensure that designs were aligned with company goals and objectives.



SEPTEMBER 2017 - 2022 | REMOTE
Founder & Product Designer - Adiós Fronteras

- Conducted extensive research, and defined buyer and user personas in order to design a user-centred product and develop a targeted marketing strategy.
- Using WordPress, we created an aesthetically appealing and user-friendly MVP, reducing development costs and time.
- Improved the platform's UX and UI through user interviews and feedback meetings, which drove higher user satisfaction.
- Outlined clear goals and milestones for Adiós Fronteras through the development of a strategic roadmap, resulting in an efficient workflow.
- Collaborated with a team of professionals to create a vibrant and engaged community for Spanish-speaking users living abroad.



MARCH 2018 - OCTOBER 2019 | MELBOURNE, AU
Operations & Onboarding Manager - LiveN

- Led and managed Account Managers and Interns while defining a growth strategy for the department, enhancing efficiency and output
- Improved, automated, and streamlined business processes, leading to lower costs and enhanced procedures.
- Optimized the registration and onboarding processes for merchant partners, bringing them in a quicker and more effective way.
- Liaised with business development, marketing, accounting, design and growth teams to improve the merchant portfolio and implement Agile methodologies, driving efficacy and cross-departmental collaboration.



JULY 2013 - JULY 2014 | BUENOS AIRES, AR
Marketing & Training Coordinator - Huawei

- Oversaw the trade marketing & training team, improving the brand positioning at the point of sales.
- Trained retailers and operators' sales forces in Argentina, Paraguay, and Uruguay, increasing brand awareness and sales.
- Collaborated with marketing agencies to strategize and execute online and offline marketing campaigns, significantly boosting brand recognition and revenue.



JULY 2011 - JULY 2013 | BUENOS AIRES, AR
Multimedia Designer & Front-end Developer - CMS Group

- Planned, designed, and developed visually appealing and engaging websites and landing pages, which increased traffic and user engagement.
- Designed and developed effective assets for print and digital media such as billboards, cards, presentations, banners, ads, blog posts, videos, motion graphics, websites, social media content and e-mail marketing campaigns, establishing a cohesive and effective brand.



JANUARY 2011 - JULY 2011 | BUENOS AIRES, AR
Google Advertising Professional - Google (via Teleperformance)

- Trained and consulted clients on Google Adwords and sold Google Ads services, leading to increased revenue and client satisfaction.
- Managed, optimized, and positioned client campaigns and accounts, ensuring cost-effectiveness and optimal ROI for clients.
- Developed campaign-management tools and designed creative briefs, improving efficiency and productivity.

EDUCATION

2020 - 2021 | REMOTE
Learning by Helping
Master of Social Innovation

2018 - 2019 | MELBOURNE, AU
Australian Pacific College
Diploma of Social Media Marketing

2017 - 2018 | MELBOURNE, AU
Australian Pacific College
Diploma of Marketing and Communications

2011 | BUENOS AIRES, AR
Google
Google Adwords Search & Display Certificates

2007 - 2015 | BUENOS AIRES, AR
Universidad Nacional de las Artes
Bachelor of Multimedia Arts

2006 | Buenos Aires, AR
Universidad de Buenos Aires
Web Design Certificate - Html5 CSS3 Flash