

# Lic. Josué D'J. Sotelo M.

Product Manager/Designer/UX/MKT

Mexican

Single

1988



## CONTACT INFORMATION

hi@joo.mx

**+52 (55) 6066 8730 / +1 (505) 490 6017**

cv.joo.mx (Portfolio)

linkedin.com/in/josuesotelo/

CDMX - San Diego

(Availability to relocate)

## EDUCATION

University Valle de México **2007 - 2011**

BFA Diseño Gráfico. Cuernavaca, México

\*Santa Fe University of Art and Design **2011**

Achievement (BFA Graphic Design). New México, USA

University of Engineering and Technology **2021**

Product Management – Nanodegree, Peru

## OTHER STUDIES

UNIVERSIDAD INTERNACIONAL **2014'** Diplomate in Advertising and MKT

IAASA **2000'** Diplomate in Office Automation

INTSIGHT **2006'** Diplomate Webmaster-Designer

LYNDA.COM / PLURALSIGHT / STACKSKILLS. Other Courses

## EXPERIENCE

### Listopro

#### 2019'-Present Product Designer / Full-time

- Product Design of Company, Candidate and Public Website Product
- UI Design in Adobe XD and Figma
- UX. Heat-maps, data and recordings analysis, Focus Groups, A/B testing.
- Management and Tech consultation
- Design for Marketing, Branding Applications / Internal and External Communication
- Participation in the \*Google Launchpad for Startups\* program
- Product Design for other internal products and future projects.

### Tejon Digital Canada | MAPA Trades

#### 2017' - 2019' Project Manager / Web Developer / Full-time

- Project Management for all web sites and apps developments, including e-commerce projects. Developing and re-designing projects for major brands in Canada. Also, as project manager I was the bridge between clients, stakeholders, and the production team, managing multiple projects at the same time, delivering on time with high WIP limit.
- I added as a goal, client retention, which I accomplished with help of my team and the account managers at a 100%.
- I was also involved with the HR processes concerning new additions or replacements to my team.
- Art Direction for Social Media Accounts and Design Projects. I created a process using Asana to deliver effective content to all social media accounts from the brainstorming and conception of the ideas to the data analysis of the results. See portfolio for before and after examples.
- Creative strategy development of Advertising Campaigns for Canadian and Mexican accounts for lead generation campaigns, traffic and awareness through Google and Facebook Ads.
- Consultation to existing and new accounts. Account managers consulted me whenever they had a new account or a new project, I helped tailor-made proposals and KPIs for new clients.
- Participation as Designer, Video Editor and Web Developer in some projects.

#### As Senior Front-End Designer & Communications Specialist (2017 – Dec 2017)

- Web Development: participating in the creative process and production for all new projects, developments made in Wordpress with custom themes including development of e-commerce projects.
- UI/UX Design for all web projects sometimes as Lead and sometimes as main designer.
- Project Management on web and marketing projects. Whenever the project was too big for a one-man job, I got assigned a couple times the direction of a small team of designers, developers and copywriters. The direction given in these few projects helped me landing a promotion in the firm as project manager / art director.
- Support and Updates deployed to existing and new accounts from USA, MX and CA, Increasing growth and client retention.
- Social Media Management including Advertising strategy. I also participated in the copy strategy offered for new clients that where entrepreneurs, we tailor made copy for web and

other applications to help our clients achieve success when they really had no copy or a developed marketing strategy in their business plan to start with.

- AdWords (Now Google Ads). Strategy and campaign supervision for Clients in Canada and Mexico. (We helped increase the flow of applications creating lead generation campaigns with landings and social media campaigns that followed the same strategy, the results where an increase of more than 300% of leads every month).

## **Marketing Reload**

**2016' - 2017' Sr. Front-end Web Developer / Full-time**

- Web Development in WordPress and PHP for actual and all new accounts including New-pathways Foundation, Casa de la Seguridad, Coag-Sense Amon others. Introduced a new way to increase the time and the quality of the websites developed by the firm, using advanced WordPress techniques I managed to deliver Websites in weeks while the actual time of development was months.
- Support for existing websites and web applications. (Sites developed with PHP and JavaScript Frameworks). After the firm relocated to San Francisco I continued to work as a freelance for some time.

## **Laureate – UVM**

**2014' - 2015' University Professor / Part-Time**

Teaching Programming, Design and Communication, Hypermedia and Hypermedia II, 3D Animation, among others.

- Teacher in Web Development Area
- Teacher in Graphic Design Area
- High Academic Score in Teachers Evaluations.

## **Telas Grisel**

**2009 – 2011**

**2013 - 2016 Advertising Dept / Operations / Part-Time.**

Branding, Social media, invoicing and digital services.

## **Colei Designs Agency**

**2011 - 2012 Web Master / Full-time**

Web development, Web Design, and Graphic Design.

## SKILLS

<b>Project/Product Management</b>	<b>Programming (Proficient)</b>	<b>Graphic Design</b>	<b>Office Tools</b>
Do / Asana	HTML 5	Branding	ADOBE CC (PS, AI, ID, FW, DW, PR, AE, Y AU)
GitHub	CSS 3	Editorial	OFICINA: (MS Office 365, Mac Office, OpenOffice, GDocs, TRALIX)
Slack	PHP	Brochure	IDE: VS Code, Brackets, Sublime
Bitrix	JavaScript	Press	OS: MacOS, Windows, Linux
Notion	SQL	Social Media Design	
Slack	JQuery	Sketch	
Google Teams	Processing	Invision	
Trello/Jira	<b>WordPress</b>	ADOBE CC (XD, PS, AI, ID, FW, DW, PR, AE, Y AU)	
Others	WooCommerce	UX	
	Joomla	IU	
		Design Thinking	
<b>FRAMEWORKS</b>	<b>Data + SEO</b>		
Agile	SEO/SEM		
Scrum	Advertising		
Waterfall	Google Ads		
<b>Other</b>	Google Analytics		
Video Edition	Google Data Studio		
Audio Edition	Facebook Ads		
Social Media	A/B Testing		
Direct Sales			
Crisis and Marketing			
Invoicing (Mexico)			
Photography			
Micro-Cinema			
Education			
Writing			
Copy			

## HOBBIES

Sports and Fitness  
Reading Books, Blogs and RSS  
TV Shows

## LANGUAGES

Ingles. Fluid / Technical.

## DOCUMENTS

Valid Mexican Passport  
Mexican Drives License - A  
EUA Visa Business / Tourist - Valid 2026

 @josuesotelo

