

Dafne Hernández Ruiz

UX Designer & CRO specialist

Passionate about the synergy between marketing and design, my professional journey has been a rewarding mix of experiences. After six years working in the sales domain, 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).

 Berlin, Germany

 Spanish (native) - English (C1) - German (A2)



www.dafne.vitamins-marketing.com



info@vitamins-marketing.com



+49 176 977 388 14

+34 603 45 00 98

RECENT WORK EXPERIENCE

UX Designer / CRO | Official College of Social Worker of Las Palmas, ES - March 2022 to present

Project 1: CRM Implementation and CX Improvements

- **Challenge:** The CRM's complex interface led to user disorientation, resulting in increased ticket creation.
- **Solution:** Conducted thorough research and introduced a user-friendly virtual administration, **reducing reliance on direct assistance and minimizing ticket creation.** This enhanced user autonomy and CRM usage, marking a significant shift towards a more intuitive system.

Project 2: Holistic Sales Tracking System

Developed and implemented a holistic sales tracking system using GA4 and Locker Studio, providing the organization with a robust tool for monitoring and optimizing sales performance.

Project 3: Product Pages redesign for CRO

Redesigned and developed product pages, applying strategic CRO principles, resulting in a remarkable 35% increase in conversion rates.

SKILLS & EXPERTISE

- Extensive B2C, B2B, SaaS experience.
- User Research & Usability Testing
- Human-centred (HCD) and CX Solutions.
- Wireframing and Prototyping
- Google Analytics Audits
- Usability Testing
- A/B Testing and CRO
- Heuristic evaluations
- Information Architecture
- Design and development of website by using CMS (Wordpress and Elementor)
- Project Management
- Analytical Thinking
- Proactive and Self-taught
- Effective Communication & Collaboration

To view more visit [my portfolio](#)

UX Designer and Web Builder Manager, | Aprendi, DE.

March to December 2022

- Conducted user research and customer journey analysis, driving data-driven design decisions.
- Created intuitive wireframes in Figma based on user stories and journeys.
- Redesigned and developed websites, blogs, landing pages, and pop-ups using WordPress/Elementor, improving visual appeal and user experience.
- Implemented SEO enhancements, increasing organic traffic and search rankings.
- Integrated APIs for enhanced functionality and connectivity.

Do you want to check more projects?

[See 9 more projects](#)



EDUCATION AND TRAINING

- CXL Certified Optimizer | CXL institute | 79 hours
- UX Design certification | Google | 200 hours
- Google Analytics | Google | 58 hours

Coming soon

- Salesforce Certified User Experience (UX) Designer

TOOLS

UX design:

- Adobe XD
- Figma
- JustinMind
- Lucidchart

CRO:

- Google Analytics
- Google Tag manager
- Hotjar
- M. Clarity