

Eduardo Gustavo López Salazar

Coyoacán; Mexico City, Mexico | +52 55 1012 8422 | edlosa@gmail.com | <https://www.linkedin.com/in/edlosa> | www.edlosa.com

PROFESSIONAL SUMMARY

- Bachelor of Advertising with over **+15 years** of professional experience, specializing in the **development, design, and maintenance of websites**, landing pages, and microsites to enhance a seamless and engaging online **shopping experience**.
- Team Leader** with a proven track record of **coordination and supervision**, achieving objectives and goals in both **web design projects** and the implementation of **effective methodologies**.
- Committed to **continuous improvement, process optimization**, and constant **innovation** in the field of **web design** and online presence.
- Recognized for successful **e-commerce** migrations, implementation of effective design **strategies**, and the creation of impactful visual solutions that have driven the **growth and success** of the organizations I have worked with.

WORK EXPERIENCE

Farmacia San Pablo | Sector: Pharmaceutical

Mexico City, Mexico

Frontend Specialist

Mar 2023 – Present

- Develop detailed **wireframes**, conduct layout development, and craft screen **prototypes** for both **web and app interfaces** associated with the **e-commerce** platform. This facilitated more efficient **planning** and a clear understanding of the **structure and functionality**.
- Successfully led and executed the complete migration of the e-commerce platform to **SAP Hybris**. I coordinated the seamless transfer of pages, landings, and content using **HTML, CSS, jQuery, and Bootstrap 4**, ensuring business continuity and enhancing **user experience**.

UI Web Developer

Jul 2019 – Mar 2023

- Kept the **banners, microsites, and landings** up to date on the e-commerce platform and managed **JSON** files on the San Pablo Farmacia mobile application, ensuring our customers had a seamless and **user-friendly online shopping experience**.
- Generated and designed promotional **newsletters** and **mailings** using **email studio**, effectively converting users into **customers** for San Pablo Farmacia.

Achievements: Successfully completed the migration of our **e-commerce** platform within 3 months, implemented along with the IT team an efficient **web service** centralizing benefits in a single point, and developed **native applications** for both **IOS and Android** platforms.

Quad Graphics | Sector: B2B Printing

Mexico City, Mexico

Art Conductor

Dec 2018 – Jul 2019

- Supervised and coordinated my team of **+15 employees** for art review and pre-press tasks for a weekly retail product gazette serving **1029 supermarkets**. This included the **final evaluation** before printing.
- Collaborated and communicated** with the On-site teams in **North Carolina** and **Wisconsin** to make informed decisions for **project execution**.
- Implemented, monitored, and analyzed Lean Six Sigma** methodologies to proactively prevent defects in the printing process.

Web Designer

Oct 2017 – Dec 2018

- Carried out the review of artwork, text, and **pre-press** review for **direct marketing** inserts in various **American magazines**.

Achievements: Implemented Lean Six Sigma methodology to **prevent process defects**, created an induction manual for internal processes in both **English and Spanish**, catering to new generations and **enhanced departmental productivity**, successfully reducing delivery times by 3 days and **optimizing production flow**.

CardMX | Sector: B2B Printing

Mexico City, Mexico

Senior graphic and web designer

Aug 2013 – Oct 2017

- Developed the Design department with a team of **+20 employees**, overseeing **offset and digital printing**, serigraphy finishing applications, pre-press tasks for client artwork, and **on-machine print validation**.
- Redesigned and migrated the **website** to **DNN**, enabling easier **content management**. I also implemented a **live chat** support to maintain contact with **potential clients**, resulting in a **20% increase in sales**.
- Created **printed advertisements** for publications such as **ABC, Merca 2.0, PeOPe Merchandising, and Sección Amarilla**, alongside conducting mailing campaigns to boost sales.

Achievements: Created the **design department** to offer **fulfillment services** for **PVC cards** and redesigned the **website** to attract new customers. Along with print and digital advertising, these efforts **increased our sales by 20%**.

Sesa 360º | Sector: Marketing agency

Mexico City, Mexico

Senior graphic and web designer

Sep 2012 – Aug 2013

- Developed** the **agency's website** showcasing our comprehensive range of marketing services, attracting new market segments and fostering client relationships.
- Created graphical proposals** and collaborated with **+10 suppliers** to address image needs and **marketing strategies** for clients such as **Coca-Cola, Banamex, Ricolino, and Kraft**, among others. This support contributed to maintaining their **market-leading positions**.

Achievements: Successfully launched the **agency's website** to showcase our services and provided impactful graphic proposals for major brands in their promotional initiatives, doubling the agency's client base.

COMPETENCIES AND SKILLS

English | **Bilingual**
Adobe Ps, Ai, Id, Xd | **Expert**
HTML, CSS | **Expert**

SAP Hybris SE | **Expert**
MS Office | **Expert**
JSON | **Intermediate**

Wordpress | **Intermediate**
Agile, SCRUM | **Intermediate**
Leadership

Prioritization
Initiative
Goal-Oriented Work

EDUCATION

Bachelor's Degree | **Bachelor of Advertising**

Centro de Estudios en Ciencias de la Comunicación

Mexico City, Mexico

ADDITIONAL TRAINING

- iOS and Android Application Development Course** | **MACSCHOOL** | **90 hours** | Letrán Valle, Mexico.
- Digital Prepress Course** | **EDUMAC** | **60 hours** | Coyoacán, Mexico.
- Comprehensive Color Course: Basics** | **ENTRENAMIENTOGRAFICO.COM** | **60 hours** | Online.