

Eduardo Gustavo López Salazar

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PROFESSIONAL SUMMARY

- Frontend Leader with 15+ years of experience in the design, development, and evolution of web and mobile e-commerce platforms, specialized in enterprise environments.
- Expert in frontend architecture, technical governance, and standardization, with a strong focus on scalability, performance, and user experience.
- Extensive experience leading teams and coordinating cross-functional initiatives with UX/UI, Marketing, and IT, on platforms such as SAP Commerce Cloud (Hybris) and Salesforce.
- Results-oriented, focused on continuous improvement and process optimization, generating direct impact on time-to-market, quality, and operational efficiency.

WORK EXPERIENCE

Farmacia San Pablo Sector: Pharmaceutical	Mexico City, Mexico
<i>Frontend Leader</i>	Feb 2025 – Present
<ul style="list-style-type: none">Led the Frontend team for web and mobile e-commerce, acting as the main connection point between UX/UI, Marketing, IT, SAP Commerce Cloud, and Salesforce Marketing Cloud, ensuring technical, business, and user experience alignment.Defined and executed the omnichannel frontend strategy for the Mi Consultorio microsite, ensuring visual, technical, and performance consistency.Made key technical decisions to strengthen frontend autonomy, reducing IT dependencies and improving delivery timelines.	
<i>Frontend Specialist</i>	Mar 2023 – Feb 2025
<ul style="list-style-type: none">Designed and built wireframes and prototypes for web and mobile e-commerce, ensuring functional clarity and correct technical execution.Led and successfully executed the complete e-commerce migration to the SAP Hybris platform. Coordinated the seamless transfer of pages, landing pages, and content using HTML, CSS, jQuery, and Bootstrap 4, ensuring business continuity and improved user experience.	
<i>UI Web Developer</i>	Jul 2019 – Mar 2023
<ul style="list-style-type: none">Managed digital e-commerce content (banners, microsites, and landing pages) and JSON structures for the mobile application, with the objective of providing customers with a clear, smooth, and consistent shopping experience across all channels.Designed and executed email marketing campaigns using Email Studio to convert users into Farmacia San Pablo customers.	
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
<i>Art Conductor</i>	Dec 2018 – Jul 2019
<ul style="list-style-type: none">Supervised and coordinated a team of 15+ people in art, pre-press, and print release processes for a weekly gazette distributed across 1,000+ supermarkets.Maintained communication and teamwork with on-site teams in North Carolina and Wisconsin to support decision-making for project execution.	
<i>Web Designer</i>	Oct 2017 – Dec 2018
<ul style="list-style-type: none">Reviewed artwork, copy, and pre-press materials for direct marketing inserts published in various magazines across the United States.	
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
<i>Senior graphic and web designer</i>	Aug 2013 – Oct 2017
<ul style="list-style-type: none">Developed and consolidated the Design department with a team of 20+ people, covering offset printing, digital printing, screen printing, and pre-press.Redesigned and migrated the website to DNN, implementing digital tools (live chat and mailing campaigns) for lead generation.Designed printed and digital campaigns for specialized industry media.	
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
<i>Senior graphic and web designer</i>	Sep 2012 – Aug 2013
<ul style="list-style-type: none">Developed the agency's corporate website, positioning its integrated marketing services portfolio.Created graphic proposals and collaborated with 10+ vendors to address branding and marketing strategy needs for clients such as Coca-Cola, Banamex, Ricolino, and Kraft, helping them maintain their market leadership.	
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	SAP Hybris SE Expert	Wordpress Intermediate	Prioritization
Adobe Ps, Ai, Id, Xd Expert	MS Office Expert	Agile, SCRUM Intermediate	Initiative
HTML, CSS Expert	JSON Intermediate	Leadership	Goal-Oriented Work

EDUCATION

Bachelor's Degree Bachelor of Advertising	Mexico City, Mexico
Centro de Estudios en Ciencias de la Comunicación	

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 | ENTRENAMIENTOGRÁFICO.COM | 60 hours | Online.