

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
Frontend Leader

Mexico City, Mexico
Feb 2025 – Present

- 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**.

Frontend Specialist

Mar 2023 – Feb 2025

- 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**.

UI Web Developer

Jul 2019 – Mar 2023

- 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
Art Conductor

Mexico City, Mexico
Dec 2018 – Jul 2019

- 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.

Web Designer

Oct 2017 – Dec 2018

- 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
Senior graphic and web designer

Mexico City, Mexico
Aug 2013 – Oct 2017

- 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
Senior graphic and web designer

Mexico City, Mexico
Sep 2012 – Aug 2013

- 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**
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**.