

ROCIO LEAL

UI/UX DESIGN, ADVERTISING & MARKETING



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Ancona, Italy

PROFILE

UI/UX Product & Digital Designer with 12+ years in digital design, advertising, and marketing. Expert in leading design projects for complex digital products, focusing on user-centered design, design systems, and cross-functional collaboration. Skilled in managing and delivering projects on time while upholding high quality and consistency.

Key Skills:

- **Product Design and Research:** End-to-end design from concept to launch.
- **Design Systems:** Figma expertise and system implementation.
- **Digital Products:** Digital product design and management.
- **Cross-Platform Design:** Web and mobile design proficiency.
- **Remote Work:** Skilled in managing remote teams and projects.

Creative, independent, and detail-oriented, I prioritize proactive decisions, teamwork, and a strong work ethic. My leadership builds a team culture focused on delivering top results. I'm dedicated to continuously improving my skills and knowledge.

EDUCATION

2022 - 2023

UX Product Design Postgraduate.

IEBS DIGITAL SCHOOL, SPAIN.

2008 - 2011 Bachelor's degree in Communication, and Marketing, Certified by the IAA Global, New York.

University MÓNICA HERRERA. El Salvador, C.A.

2005 - 2007 Bachelor's in Advertising & Design. Certified by the IAA Global, New York.

University MÓNICA HERRERA. El Salvador, C.A.



TOOLS

- Figma
- Adobe Design Suite
- Miro and Flowmapp
- Microsoft Suite
- Project Management Softwares
- Email Marketing Softwares
- Google Ads and Social Media Managers

LANGUAGE

- Spanish (Native)
- English (C1)
- Italian (B1)

REFERENCES

- CEO My DoDAD Corp. (USA)
JC SPEARS
+1 (208) 960-8540
- CEO My Places Org. (USA)
MARY K. SPEARS
+1 (208) 353-2195
- Operations Bitfinex (BVI)
LYA RODRÍGUEZ
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JOB EXPERIENCE

2024 - Present

UI/UX Designer and Digital Marketing at Professional PUNCH Company (Remote Job) E.E.U.U.

As the person responsible for creating UI/UX designs and digital designs for social media, aligned with clients' digital marketing strategies, I am committed to achieving results based on goals for their brands with 100% attention to detail, ensuring quality and satisfaction from start to finish. I also have experience in general design and project management and am recognized as a reliable and results-oriented team member. My responsibilities include:

- UI/UX design for websites and applications
- Managing digital projects from conception to launch
- Collaborating with cross-functional teams to realize clients' digital vision
- Implementing design solutions that lead to increased customer satisfaction
- Effectively managing multiple projects simultaneously, adhering to deadlines.

2023 - Creative Lead and Marketing at My-Dodad Company (Remote Job) E.E.U.U.

At My DoDAD, a technology company focused on enhancing the lives of caregivers and people with disabilities, I oversaw **marketing, content, and sales strategies**, as well as the **direction and design of digital graphics, blog content, web metrics analysis, and UI-UX product design**. Through these efforts, I helped to position the company as a solution to document daily activities and improve the quality of life of their participants.

2020 - Social Media, Digital, and UI Designer Lead, for IUC and Live Lingua, Corp. E.E.U.U. (Remote Job)

I was responsible for creating various digital designs for clients at Infinite Upcycle and Live Lingua Corp. Additionally, I oversaw over 20 brand strategy campaigns and produced over 5,000 pieces of branded content for all our clients. These designs included social media and blog designs, digital ads, landing pages, email marketing campaigns, podcast designs, presentation layouts, academic materials, UI designs for websites and applications, and more. With a focus on meeting client needs and achieving business objectives, I strive to deliver visually appealing and effective design solutions for clients in the United States, Mexico, and Australia.

2019 - Digital Project Manager at Conway & Partners in Buenos Aires, Argentina.

As the Creative Project Manager, I oversaw the creation, management, coordination, and compliance of **digital products and creative strategies**. My role involved managing a team of graphic designers, developers, and copywriters while ensuring the creative approval process was efficient. I communicated visual direction decisions to internal and external teams and wrote briefs that distilled customer insights, business objectives, and success criteria for web development. I supervised various **digital products**, including websites, **UI Design for landing pages, digital ads, email campaigns, Google and social media analytics, and Q&A analyses**, for luxury real estate clients from Canada, USA, and Mexico.

2014 - 2019 Advertising and Digital Art Director at LT Creative Studio, Panamá & El Salvador C.A.

As both a Creative team leader and Designer, I designed digital assets and plans for digital marketing, communication, corporate events, branding, **UI-UX Product Design, App Design, website Design**, ads, video, social media, newsletters, and editorial materials, including outdoor. I also planned and oversaw clients' marketing and branding strategies with a focus on digital platforms, managing relationships with media, agencies, designers, developers, illustrators, copywriters, and relevant parties.

2010 - 2012 Advertising Executive, in Ogilvy & Mather Advertising Agency, El Salvador C.A.

I worked as the head of advertising and media for multinational brands such as UNILEVER, KIMBERLY CLARK, and Industrias La Constancia S.A. de C.V. I led my creative team in delivering successful campaigns.

2009 - 2010 Qualitative Research Director and consumer analyst of Marketing Research, in Marketing Plus, El Salvador, C.A.

In my role as a Qualitative Research Director and Consumer Analyst, I was responsible for conducting focus group sessions, interviews, analyzing data results, and presenting findings to stakeholders.