

# Rogger Pesantes

UX/UI & Web Designer | SaaS • Data Platforms • Conversion-Focused Design

Remote – LATAM (US timezone)

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## PROFESSIONAL SUMMARY

UX/UI & Web Designer with extensive experience designing scalable digital products, data-driven platforms, and high-conversion websites for SaaS, fintech, and enterprise environments. Specialized in simplifying complex workflows, building robust design systems, and translating business and technical requirements into intuitive, user-centered experiences. Proven ability to collaborate remotely with cross-functional teams to improve usability, consistency, and product performance.

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## CORE SKILLS

**UX & Product Design:** UX/UI Design, User-Centered Design, Information Architecture, Complex Workflows, Data Dashboards, Design Systems, Wireframing & Prototyping, Accessibility (WCAG – working knowledge)

**Web & Conversion:** Responsive Web Design, Conversion Optimization, Landing Pages & Marketing Sites, SEO-Informed Design

**Collaboration & Delivery:** Cross-Functional Collaboration, Agile / Scrum Environments, Design Documentation, Remote & Asynchronous Work

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## PROFESSIONAL EXPERIENCE

### Web Designer (Freelance) — Quito, Ecuador

Dec 2024 – Present

- Led end-to-end design and launch of marketing websites and microsites from strategy and wireframes to deployment.
- Designed responsive, conversion-focused landing pages aligned with marketing and brand objectives.
- Collaborated with international clients, managing scope, timelines, and feedback cycles across multiple time zones.
- Applied SEO, accessibility, and performance best practices to improve usability and scalability.

- Built high-fidelity prototypes and modular design systems in Figma to accelerate approvals and development handoff.

## **UX/UI Designer — TRD, Quito, Ecuador**

**Mar 2021 – Nov 2024**

- Designed and launched marketing websites, landing pages, and digital products across multiple industries.
- Contributed to web strategy, information architecture, and content structure for scalable platforms.
- Produced design documentation and supported QA through final release to ensure quality and consistency.

## **Senior Designer — Centro de Competitividad e Innovación, Quito, Ecuador**

**Apr 2018 – Dec 2019**

- Designed websites, landing pages, and digital assets for innovation and marketing initiatives.
- Collaborated with marketing teams to deliver brand-aligned digital campaigns.

## **Art Director — Celmedia / Selnet, Guayaquil, Ecuador**

**Jan 2012 – Dec 2014**

- Led design teams (4–8 designers) and creative direction for websites and digital campaigns.
- Collaborated closely with developers to define functional and technical requirements.

## **Junior Art Director — Norlop JWT, Guayaquil, Ecuador**

**Jan 2007 – Jan 2010**

- Contributed to integrated campaigns and digital/print assets; promoted from intern to Junior Art Director.

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## **EDUCATION**

**Master in Design and Product Development** — Escola Universitària de Disseny i Enginyeria de Barcelona, Spain

**Bachelor in Graphic Design and Visual Communication** — Universidad Casa Grande, Ecuador