

Daniel Rodríguez López

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SUMMARY

I'm B.S. in Computer Engineering and M.S. in Cognitive Systems and Interactive Media with experience in the field of Usability and Interface Design.

I'm currently working as Web Analyst and Usability Consultant at WebAnalytics.es. My prime role is to increase conversion rates and improve user engagement during website experience.

KEY SKILLS

Usability, SEO, Information Architecture, HTML, CSS, JavaScript, Adobe Illustrator, Adobe Fireworks, Axure, Computer science background, enterprising mind, appreciate teamwork, organization and discipline.

EXPERIENCE

WEB ANALYST AND USABILITY CONSULTANT

WebAnalytics.es — October 2009 - Today

Improve website experience and user engagement. Proposals are always based on qualitative analysis of website key metrics and user behavior. Results are tested seeking into an increase of conversion rates.

USER INTERFACE DESIGNER AND USABILITY CONSULTANT

Usolab — May 2008 - April 2009

Conceptualize, define and create user interfaces for websites, intranets and desktop applications that improve user productivity. Prototyping with *Adobe Fireworks*, *Axure*, *CSS/HTML* and *JavaScript*. Evaluate user performance with *Morae*, and eyetracking analysis with *Tobii*. Keep feedback with clients and provide solutions considering usability standards.

FREELANCE TREND SPOTTER

— May 2009 - Today

Identify emerging trends, specially focused on computing and technology fields. Contributor for *Springwise* agency.

FREELANCE WEB DESIGNER

— June 2007 - Today

Define, design and implement websites considering client requirements. Adapt solutions to corporate identity. Contextualise projects into branding strategies.

EDUCATION

COGNITIVE SCIENCE AND INTERACTIVE MEDIA, MASTER OF SCIENCE

Universitat Pompeu Fabra, Barcelona, Spain — September 2009

Master thesis at *MEDIAPRO*. An interactive information system to measure and display football fan emotions.

COMPUTER SCIENCE, BACHELOR OF ENGINEERING

Universitat Autònoma de Barcelona, Barcelona, Spain — September 2008

Final project at *Institut Guttmann*. Interactive system for neurorehabilitation using *Nintendo's Wii* remote controller.

FIRST AID, CERTIFICATION/DIPLOMA

SAF, Bellaterra, Spain — November 2008

ETIQUETTE AND PROTOCOL, CERTIFICATION/DIPLOMA

Manpower, Sant Cugat del Vallès, Spain — September 2006

HARDWARE TECHNICIAN, CERTIFICATION/DIPLOMA
ESEC, Sabadell, Spain — September 2002

VISUAL BASIC PROGRAMMING, CERTIFICATION/DIPLOMA
BPformació, Cerdanyola del Vallès, Spain — July 2001

SKILLS

COMPUTER

Axure, Adobe Illustrator, Adobe Fireworks, Adobe Flash, Blender, HTML, JavaScript, CSS, XML, PHP, SQL, Matlab, Java, C/C++, Linux, Mac OS X, Windows Vista/XP.

LANGUAGES

English: good written and oral skills.

Catalan: excellent written and oral skills.

Spanish: excellent written and oral skills.