

# HOLA! SOY SHE HER YES PALOMÉ

+ UX/UI Designer  
+ Front-End Developer  
+ JS Animator  
+ Teacher

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[Portfolio](#)



I am a **Graphic Designer** from FADU UBA and a **Sr. Creative Developer**.

I have 12 years of experience designing and building websites, web apps, mobile apps, animated banners, and newsletters campaigns for top-tier clients.

In my most recent experience, I took ownership of over **60 projects** for clients such as Google, Mondelez, Netflix, P&G, Microsoft, Adobe, Samsung, Starbucks and others.

I enjoy projects where I can blend design and code. I am enthusiastic about sharing all the knowledge I have gained in these 12 years.

## hard\_skills



HTML5 CSS3 BOOTSTRAP WORDPRESS  
SASS LESS JAVA SCRIPT JSON PHP AGILE  
REACT VUE.JS GSAP NODE.JS FIGMA SCRUM  
AFTER EFFECTS ILLUSTRATOR PHOTOSHOP  
ANIMATE INDESIGN GWD BANNERSNACK IA  
SMARTLY CELTRA JIRA ASSANA ASSEMBLA  
GIT GITHUB BROWSERSTACK MIDJOURNEY



## languages



SPANISH NATIVE SPEAKER  
 PORTUGUESE MEDIUM LEVEL  
 ENGLISH SPEAKER

## education



**2016 - 2022. GRAPHIC DESIGNER.**  
(FADU. UBA.)  
**2013 - 2016. FRONT END DEVELOPER & WEB DESIGNER.** Educación IT.  
**2007 - 2013. FASHION DESIGNER.**  
(FADU. UBA.)

## work\_experience



### SR. WORDPRESS DEVELOPER - CYBELE SOFTWARE

2023 - now

\_Design and development of responsive WordPress websites using Elementor and WP Bakery.  
\_Creation of custom themes and templates, ensuring pixel-perfect design implementation.  
\_Implementation of advanced custom fields (ACF) and custom post types (CPT) for content management.  
\_Collaboration with design and marketing teams to translate visual concepts into fully functional websites.  
Ensuring cross-browser compatibility and mobile responsiveness for all websites.

### SR. CREATIVE DEV. & UX/UI DESIGNER - CYBELE SOFTWARE

2023 - 2024

\_Design and development of landing pages with a 40% increase in conversions.  
\_Design and development of animations for the commercial website in JavaScript.  
\_Revamping, designing, and developing content pages for the commercial product website.  
\_Designing assets for the app store, commercial website, and mailing.  
\_Ownership of branding update and design projects. Research, development, and design of new pages for the commercial and product website.

### GWD INSTRUCTOR - EDUCACIÓN IT

2023 - now

Instructor of Google Web Designer for the Digital Marketing course at Educación IT.

### SR. DESIGNER & DISPLAY DEV. - MEDIA.MONKS.

2022 - 2023

\_Training courses for the developer's team.  
\_Designing and building internal tools such as showcase website. Rebranding design for the department.  
\_Ownership of projects for global clients, such as Google, P&G, Microsoft, Mondelez, Netflix, Adobe, Samsung, PayPal, and Starbucks and more.  
\_Designing and development of dynamic animated banners for Rich Media, using vanilla JS, HTML, CSS, and Gsap.  
\_Designing banners for TV advertising.  
\_Image editing for advertising campaigns.

### SSR. DESIGNER & RICH MEDIA DEV. - MEDIA.MONKS.

2020 - 2022

\_Design and building of animated and dynamic banners for Rich Media, using vanilla HTML, Gsap, CSS, and JS.  
\_Designing and development of banners using specialized software: bannersnack, smartly, Adobe animate, Google web designer, and Celtra.  
\_Designing and creation of banners for DCO (Dynamic Creative Optimization).  
\_Designing and building of email marketing campaigns.

### TEACHER. - Graphic Technology Level II - FADU-UBA.

2023 - 2024

Teacher Assistant for the course on pre and post printing, printing systems, color theory and others.

### SR. UI/UX DESIGNER & FRONTEND DEV. - MOVISTAR.

2020 - 2020

Designing and building of responsive promotional landing pages on React.JS and SASS for the marketing department based on metrics. A/B testing.

### SR. UI/UX DESIGNER & FRONTEND DEV. - SABRE.

2018 - 2020

\_Designing, building, and maintenance of over 300 bookings for top-tier global hotels using technologies such as HTML5, CSS3, JSON, and JavaScript.  
\_Clean code design with W3C tests, accessibility, and semantic markup testing.  
\_Installation of Google Analytics, APIs, and tracking codes in GTM by the requirement of global clients.