

# CESAR CAMINERO

## Full-Stack Designer

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📍 Fort Lauderdale, Florida

## EXPERIENCE

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### Sr. Creative & Brand Manager

#### Cloud Software Group

📅 03/2023 - 12/2024 📍 Fort Lauderdale

- Created & managed Figma and Adobe asset library for all business units, including Citrix, NetScaler, TIBCO, ShareFile, Spotfire, and Xenserver, which improved the performance of design teams in each business unit.
- Created a variety of assets such as ebooks, email templates, animations, social posts, event booths, technical documentation, presentations, and illustrations.
- Maintained a diverse set of workflows using software such as Figma, Photoshop, Illustrator, After Effects, InDesign, Canva, Microsoft 365, and Google Workspace.

### Manager of Design & Marketing

#### ContextGlobal, Inc.

📅 05/2020 - 09/2024 📍 Remote (Part-Time)

- Designed the UX/UI for a web app that tracks inventory at companies and events who rent to consumers or assign to staff. This product let us account for 100% of inventory when going to large conferences with thousands of devices.
- Managed the team developing the app and created a design library in Figma as well as doing UX design using Miro.
- Managed the ContextGlobal brand and online presence, including the design and production of the website, creating digital marketing and email campaigns, and generating reports from analytics to share insights with stakeholders. This involved using software such as Figma, the complete set of apps in Adobe's Creative Suite, and prompting with popular AI apps such as ChatGPT.
- Increased online lead generation by 164% with personalization and localization on landing pages.
- Created a unified lead system from WordPress to Salesforce where we could curate and manage leads and convert to clients.

### Senior Digital Producer

#### Citrix

📅 05/2022 - 10/2022 📍 Fort Lauderdale

- Managed design libraries and expanded creative assets 2-fold. These included brand colors, typography, animated icons, illustrations, video, and 3D objects.
- Created mobile-first, modern, engaging web designs built for performance, generating a growth of 152% for online lead generation using Figma, XD, Photoshop, Illustrator, and After Effects.

### Senior User Interface Designer

#### ADT

📅 01/2021 - 08/2021 📍 Boca Raton

- Increased design consistency by leading the creation of a comprehensive design system in Figma with interactive components. This helped designers streamline the prototyping process.
- Increased website engagement by 16% by creating animated assets and micro-interactions on CTAs and areas of focus.
- Performed analytical research and conducted user interviews.

### User Interface Designer

#### Citrix

📅 08/2019 - 07/2021 📍 Fort Lauderdale

- Created a design library of interactive assets in Adobe XD which led to increased design consistency and reduced prototyping time 3-fold among design teams.
- Designed and developed interactive web demos with Ceros leading to a 19% increase of qualified leads online.
- Designed an internal application for sales staff to sort and manage leads, which improved productivity by 143%.
- Led the transition of the web design team from Adobe XD to Figma.

## EXPERIENCE

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### Corporate Webmaster

#### Broward Health

📅 02/2016 - 05/2019 📍 Fort Lauderdale

- Improved user engagement by 31% by designing intuitive interfaces for seven websites and applications after a company rebrand using Sketch, InVision, Photoshop, and Illustrator.
- Managed the SEO for websites, and collaborated with the corporate marketing team on SEM and email campaigns.
- Created banners, videos, logos, and other creative assets using Adobe's Creative Suite.
- Managed team projects for development and design updates for websites, such as recreating the Find A Doctor section and creating a semantic mega-menu, which raised conversions by 14%.



### Design & Marketing Manager

#### MILE MARKER INDUSTRIES

📅 03/2011 - 01/2016 📍 Pompano Beach

- Managed collaborations with retailers and influencers to expand market reach.
- Managed team to create email campaigns and social media content.
- Directed UI and content updates for the company website and online store.
- Oversaw the design and production of the yearly product catalog.
- Increased online sales by 20% through strategic email and digital marketing efforts.
- Progressed from intern to manager within 3 years.

## ADDITIONAL EXPERIENCE

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### Design Agency Owner

#### Cesar Caminero, LLC

📅 2010 - Present 📍 Remote

Leading a small design firm focused on brand development and visual design. Trusted to execute various scale projects by enterprise level clients such as:

- MCA Connect + Microsoft
- Vectra AI
- Johnson & Johnson's Biosense Webster
- American Chemical Society
- Timeout Magazine: Pfizer, Modelo, Trojan, Doordash, TD Bank, TAP Airlines, Switzerland Tourism, TAZO
- Intuit
- Department of Justice, ILOC

## KEY ACHIEVEMENTS

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#### Led the Creation of a B2B App

Designed and managed the development of Devitrak, a device-tracking app now used at conferences to improve inventory.



#### Led Several Design Libraries

Led the transitions to Figma and built scalable design libraries for Citrix, Cloud Software Group, and ADT.



#### Boosted Marketing with Email

Years creating successful email marketing campaigns and templates for multiple brands.

## EDUCATION

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### B.F.A., Graphic Design

#### Florida Atlantic University

📅 01/2009 - 01/2011 📍 Boca Raton

- Graduated Magna Cum Laude.

GPA

**3.9** / 4.0

## EDUCATION

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A.A., Graphic Design & Commercial Arts

**Miami Dade College**

📅 01/2006 - 01/2009 📍 Miami

- Focused on learning design, development, and business.

## REFERENCES

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**Ana Diez**

<https://www.linkedin.com/in/anadiez-ux/>

**Gustavo Rodriguez**

<https://www.linkedin.com/in/garsanteliz/>

**Michael Berg**

<https://www.linkedin.com/in/meberg/>

## SKILLS

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UX Design

Research

Wireframing

A/B Testing

UI Design

Figma

Design Systems

Adobe Creative Suite

Email Marketing

Graphic Design

Animation

Video Editing

Photoshop

After Effects

Illustrator

InDesign

Project Management

Business Acumen

Office 365

HTML

CSS

Product Development

WordPress

Sitecore

Google Analytics

Adobe Experience Manager

Ceros

Salesforce

## LANGUAGES

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**English**  
Native



**Spanish**  
Native



**Portuguese**  
Proficient

