Dafne Hernández Ruiz
CRO & UX Specialist

Passionate about the synergy between marketing and design, my professional journey has been a rewarding mix of experiences. Transitioning from a sales role (for 6 years) in 2020, I discovered my true calling as a marketer and UX designer. With a deep affinity for enhancing web experiences, my expertise lies in crafting intuitive UX designs, web building, and driving Conversion Rate Optimization (CRO).

🏠 Berlin, Germany
🔤 Spanish (native) - English (C1) - German (A2)

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🧰 RECENT WORK EXPERIENCE

UX Designer / CRO | Colegio del Trabajo Social de Las Palmas, ES.

March 2022 to present

- Redesign website, integrate CRM, enhance user experience, and boost value proposition, navigation, and usability for members and users.
- I led the team in qualitative and quantitative UX Research Methods (Empathy Interviews, Surveys, and Polls). Survey response rate without an incentive 14% (more than the average).
- Conducted competitive audits, user journey mapping, and utilizing Google Analytics for comprehensive website audits and reporting. Developed wireframes, prototypes, and UI designs using Figma and Adobe XD to redesign the website for improved UX and conversion.
- Website development, testing, and launching.

👉 **To view more please visit** my portfolio

UX Designer and Web Builder Manager, | Aprendi, DE.

March to December 2022

- Conducted user research and customer journey analysis, driving data-driven design decisions.
- Created intuitive wireframes in Figma based on user stories and journeys.
- Redesigned and developed websites, blogs, landing pages, and pop-ups using WordPress/Elementor, improving visual appeal and user experience.
- Implemented SEO enhancements, increasing organic traffic and search rankings.
- Integrated APIs for enhanced functionality and connectivity.

⚙ SKILLS & EXPERTISE

- User Research, Usability Testing, Heat maps
- Wireframing and Prototyping (Adobe XD, Figma)
- Google Analytics audits
- Usability Testing
- Competitor audit
- A/B Testing and CRO
- Heuristic evaluations
- Information Architecture
- Design and development of website by using CMS (Wordpress and Elementor)
- SWOT analysis / SMART
- Neuromarketing
- Project Management
- Analytical Thinking
- Proactive and Self-taught
- Communication and Collaboration

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🎓 EDUCATION AND TRAINING

- CXL Certified Optimizer | CXL institute | 79 hours
- UX Design certification | Google | 200 hours
- Google Analytics | Google | 58 hours

Coming soon

- Salesforce Certified User Experience (UX) Designer
- GA4 Audit | CXL institute

TOOLS

UX design:
- Adobe XD
- Figma
- Affinity designer
- Lucidchart

CRO:
- Google Analytics
- Google tab manager
- Hotjar
- M. Clarity