

Carlos Rodríguez

Profile

I am a web designer and developer with more than 15 years of experience implementing marketing strategies and solutions online through my own creative studio, [LABPROY](#). Through my own studio and in collaboration with several advertising agencies I have been the creative director of multiple marketing projects and advertising campaigns online using websites, e-commerce platforms, social media and online advertising networks; for clients in Mexico, USA, Spain, Chile and Colombia. Among some of the brands, companies and organizations for which I have developed projects are PayPal Mexico, Tetra Pak, Mexican Red Cross, BBVA, TEDx and PACTIV. I have had also had the pleasure of collaborating with multiple Mexican startups in the design and development of their platforms and web applications as well as participating in a large number of small cultural projects such as digital fashion and design magazines, tourism, literary and editorial projects. I am a marathoner, running is a passion of mine, the discipline and determination that this sport has taught me is something that I try to apply in all the activities I do. I am interested in art, culture, science and technology, I seek to get involved in projects related to these areas.

Experience

Creative Director at LABPROY – 2010 - Present

LABPROY is my creative studio, we work on solutions to create relationships between brands and people online. We are focused on design and user experience. Thanks to our expertise and ample experience we add value to our clients' businesses and projects. We were one of the first studios to do responsive web design in Mexico and very early on we adopted a mobile first philosophy for all our projects. We have had the opportunity to work on projects for companies of all sectors, industries and lines of business, with very diverse business models and commercial objectives. We have a vast network of collaborators from various creative areas that we can integrate to participate in our projects as required.

Chief Technology Officer at Konectando.mx – 2016 - 2018

This platform aimed to simplify and economize the job search and recruitment process in Mexico. As a partner I was involved in all aspects of the project, from the creation of the business plan, brand design and technological development to the search for business opportunities.

Cofounder of Demente Estudio Creativo – 2014 - 2015

At the end of 2014 me and my business partners founded an animation and 3D studio. Our main objective was to experiment with new technologies such as augmented and virtual reality to create immersive experiences with application for advertising campaigns. In 2015 I sold my share in this company to focus on other projects.

Digital Strategy Manager at Boomerang Comunicación – 2012 - 2015

I worked in this advertising agency being in charge of leading the web development and online advertising department.

Education

Universidad de Guadalajara – Bachelor's degree on Financial Administration and Information Technologies.

Skills

- Analysis capacity.
- Mathematical logical thinking.
- Linguistic comprehension and writing skills.
- Problem solving.
- Ingenuity and creativity.

Competencies

- Web development: HTML, CSS, LAMP stack, WordPress, WooCommerce, security, performance and speed.
- Web design: usability and accessibility best practices, graphic interface design for web and native applications.
- Digital Marketing: training in SEO and online advertising by Google Partners Academy, extensive knowledge and experience in the development of advertising campaigns through social media.

Certifications

- Google Ads certification.
- Google Shopping certification.
- Google Analytics certification.

Languages

- 100% English with reading, writing, speaking and technical language skills.
- 100% Spanish (native language).