



JHAZIEL DANIEL MARTÍNEZ LORENZO

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ABOUT ME

Passionate technology leader with experience in implementing innovative strategies to enhance efficiency and competitiveness in the e-commerce sector. With a solid background in UX/UI, I specialize in optimizing user interaction and product functionality, ensuring effective and user-centered design solutions. Committed to continuous learning and the development of both technical and soft skills to lead in a global environment.

EDUCATION

Computer Engineering

U.N.A.M.
2018 - 2022

Technical career in computing

C.C.H. Azcapotzalco
2015 - 2017

SKILLS

- UX/UI Design
- Technology Project Management
- E-commerce Strategies
- Agile and Design Thinking
- Prototype Development and Usability Testing
- Leading Creative and Technical Teams

LANGUAGES

- Intermediate English

EXPERIENCE

○ Reno Capital S.A. de C.V. *June 2023 - September 2024*

Chief Technology Officer (CTO) - UX Manager

- Founded and led the IT department, developing the e-commerce platform renoshop.mx using technologies like React, NodeJS, and MariaDB on AWS.
- Designed and led the implementation of an internal ERP system that optimized workflows in sales, production, purchasing, and billing.
- Integrated UX methodologies such as Design Thinking and Atomic Design, enhancing internal operations and user experience.
- Implemented a CCTV system and configured a switchboard system to improve security and internal communication.
- Collaborated closely with executive management to align technology with strategic business goals.
- Led the integration of UX methodologies like Design Thinking and Atomic Design, focusing on creating a cohesive and customer-centric user experience for our e-commerce platform and internal systems.
- Implemented improvements based on data analysis and user feedback, resulting in enhanced navigability and functionality of the site.
- Coordinated with multidisciplinary teams to ensure effective implementation of best UX/UI practices across all technology projects.

○ LALEO *August 2021 - June 2023*

UX/UI Leader - UX Developer

- Led the redesign of the corporate website and its admin panel, managing a UX team and collaborating with developers and testers.
- Implemented UX methodologies such as Mobile First and Atomic Design, conducting user research, interviews, and usability tests.
- Developed interaction flows and prototypes, significantly enhancing user usability and experience.
- Supervised interns and led a team recognized for its excellence within the organization.
- Redesigned the company's ERP system, optimizing internal processes across all departments by integrating specific user requirements and conducting usability tests.
- Implemented a Mobile First design approach, ensuring all designs were optimized for mobile devices from the start of the development process.
- Led brainstorming sessions and Design Thinking workshops with the team and stakeholders to define requirements and validate design solutions.
- Significantly improved the processes of employees from various departments, increasing efficiency and job satisfaction.

TOOLS

Web Development and E-commerce

- React
- NodeJS
- MariaDB
- AWS (Amazon Web Services)
- Ubuntu Server

Project Management

- Scrum
- JIRA
- Trello

Security and Networks

- CCTV Systems
- VPN Configurations

Internal Communications

- PBX Systems

UX/UI Design

- Figma
- Adobe XD
- Sketch

UX Research

- Google Analytics
- HotJar
- SurveyMonkey

Design Methodologies

- Design Thinking
- Atomic Design
- Mobile First Design

Usability Testing

- Card Sorting
- User Testing
- A/B Testing

QR WEBSITE



EXPERIENCE

○ Ministerios La Hermosa (MLH) *February 2019 - November 2021*

Multimedia Leader

- Led a pioneering initiative during the pandemic to implement technological solutions that enabled online streaming of church services and events, ensuring the congregation could participate remotely.
- Developed and supervised the installation of a robust live streaming system, integrating necessary software and hardware for high-quality production, making the services accessible via digital platforms.
- Formed and led a team of five professionals from diverse fields, including technical, design, and communication, to manage all aspects of multimedia production. This team was crucial for ensuring smooth operations and high-quality broadcasts.
- Implemented UX/UI design practices to enhance the user interface and navigation experience on streaming platforms, making content more accessible and enjoyable for a diverse audience.
- Developed style guides and design systems to maintain visual and functional consistency across all digital platforms of the organization.

REFERENCES

Sebastian Illescas

Reno Capital S.A. de C.V. / CEO

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Iván Marmolejo

IT Manager - LALEO

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Full Stack SR Developer.

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Graphic designer / Photographer

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