Jesus "Jess" Sanchez

510 E 14th St. Sanford, FL 32771
Phone: (407) 924-9917
Email: jess1221@gmail.com
Portfolio: http://jesssanchez.me/

OBJECTIVE

To develop and support digital products to contract basis and corporate clients. To offer analysis, optimization, and uses of techniques in the customization, designing and developing of enterprise web-content and design compelling digital products integrating web and mobile technologies.

KEY SKILLS

- Project and Product Management
- Agile, Scrum Master and Task Management
- User Experience and User Interface Design, Web & Graphic Design
- Programming Skills: HTML, CSS, JavaScript, JQuery, Wordpress
- Digital Marketing: SEO, SEM, PPC, Google AdSense, Google AdWords, Email Campaigns, Social Media.

EXPERIENCE

Via Airlines
Digital Product Manager   **Mar 2014 – Present**
Responsible for the overall quality of all digital products produced by the design and engineering teams, and works to implement best practices in website and mobile user experience design and development.

- Interface with internal and external clients to document requirements, set priorities, and ensure existing and new products meet business needs in a timely and effective manner.
- Take initiative in suggesting features and opportunities that provide value to both internal stakeholders and end consumers.
- Conduct user research and review analytics data to identify problem areas and successes.
- Ensure projects hit deadlines and stay within budget.

Via Airlines
UI Designer/Front-End Developer   **Sep 2013 – Mar 2014**
HTML5, CSS3, and Javascript Developer. Member of a growing product design and engineering team responsible for the creation and ongoing maintenance of front-end travel e-commerce platforms, enterprise-level back office systems, and travel distribution web services. Manager of exceptional levels of product quality, as well as to remain on the cutting edge of the travel technology industry, creative and detail-oriented User Experience and Graphic Designer specialized in crafting unforgettable web and mobile-based experiences.

- Interface with different departments within the organization to document requirements, set priorities, and ensure existing and new products meet business needs in a timely and effective manner.
- Take initiative in suggesting features and opportunities that provide value to both

internal stakeholders and end consumers.
- Conduct user research and review analytics data to identify problem areas and successes.
- Develop wireframes and interactive prototypes.
- Work with developers and visual designers within an agile development process focused on quick and continuous iteration.
- Create visual designs for prototyped functionality.

Tourico Holidays
Web Developer & Designer   **Dec 2011 – Aug 2013**
Head Designer for Cruise Development. In charge of creating email marketing campaigns for cruise lines promotions. In charge of developing strategic designs for landing pages and dedicated promos for exclusive deals for all B2C brands. Web banner management through the CMS technology by TGS. Updates on the cruise database. Improvements and web maintenance for cruises websites www.lastminutecruises.com and www.easyclickcruises.com. Graphic designer, web designer, web developer, web marketing, social media.
- Front-end developer using HTML, CSS, JQuery, JavaScript, ASP.Net for custom websites and landing pages.
- Creator of templates for email marketing efforts on HTML and CSS format. Manager and web maintenance of the database for cruises using MySQL and ASP.Net
- Updates to the websites through back office using CMS system TGS Technology (www.tgs-systems.com)
- Graphic design to support social media efforts and online advertising such as web banners and custom web pages.
- Promotional products design for marketing purposes

EDUCATION

2011   Internet Marketing Master of Science Degree Program in Full Sail University

2006   Bachelor of Science in Arts, with a minor in Commercial Advertising
           Technology, University of Puerto Rico in Carolina