



Silvia Serrano Mateos

UX / CRO / CX / Analytics

With **15 years of experience** and interests in **design, advertising and digital marketing, co-creation of an ecommerce** and **Master in UX**, currently focuses on combining all this experience and knowledge with the world of data to improve the conversion.



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Skills

Design ● ● ● ● ● ● ● ● ● ●
UX ● ● ● ● ● ● ● ● ● ●
Web Analytics ● ● ● ● ● ● ● ● ● ●
CRO ● ● ● ● ● ● ● ● ● ●

UX User research

Heuristic Analysis
Benchmarking
Persona, Empathy Map
Customer Journey
Interview, Survey

CRO Usability Testing Web Analytics Heat Maps Test A/B

Google Analytics
Google Optimize
Lookback
Hotjar
SEO/SEM
Semrush
SimilarWeb
Google Trends

Design Design Thinking Prototyping Animation

Illustrator / Photoshop
Sketch / InVision App / Axure
Principle / After effects
Wordpress / Prestashop
HTML / CSS



Idioms
Spanish Native
English High Medium (B2)



Education

Abril 2019 **MOOC Introduction to Language Statistic R with RStudio** Coursera
Marzo 2019 **MOOC Introduction to Business Intelligence and Big Data** Miriadax
November 2018 **MOOC Web Analytics (and CRO)** Miriadax
November 2018 **Masterclass "How to lead a Workshop UX"** Neoland
October 2018 **Workshop Design Thinking for Business** EDIT - Disruptive Digital Education
March-July 2018 **Master Degree UX/UI Design** EDIT - Disruptive Digital Education

2016 **Online course of Ecommerce** Google Activate
2015 **Certificate - Google Analytics and Adwords** Google Partners
2005 **Web Design & Multimedia. Dreamweaver and Flash** Desoft. Tomelloso
1999-2002 **Senior technician in Advertising Graphics** Design School "A. López". Tomelloso



Work Experience

May 2016 **UX Researcher / Ecommerce / Retail (B2B / B2C)**
January 2018 **Palpelo S.L. - Retail Hair Care. Madrid**
UX research on the internet with SimilarWeb, Semrush, Google Analytics or Google Trends as well as information architecture, brand strategy, design, benchmarking and product listing updates.
Analysis of sales with excel, promotions and window displays.

May 2012 **Cofounder Ecommerce (B2C)**
June 2015 **www.teocafe.es - Tea and coffee Online Store**
At the same time I worked at the Delolast Agency, we set up an ecommerce, doing everything, from the business plan, value proposal, prices, research, benchmarking, branding, web design, images, SEO, social media and analytics.

February 2010 **Creative / Art Director / Digital (B2B)**
February 2014 **Delolast S.L. - Advertising Agency. Madrid.**
Design and creativities on /off line. **promotional videos** for tobacconist and Web design with flash and dreamweaver, later in Wordpress.

November 2007 **Junior Art Director / Finalist Art (B2B)**
February 2010 **Nemo Prod & Prom S.L. - Advertising Agency. Madrid.**
Design, Creativities, Finalist Art and promotional videos.

September 2002 **Graphic Designer / Finalist Art (B2B / B2C)**
October 2007 **Gráficas Tomelloso S.L. - Printing House. Tomelloso (C. Real).**
Graphic Designer in contact with customers: business, freelance and individuals.