

Carlos Mauricio Ambía Ramos

User Interface Designer based in Lima, Perú.

Contact

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ABOUT ME

I have 3+ years experience using web standards and usability best practices to design useful and engaging digital experiences. Former Head of Design at the Peruvian e-commerce leader falabella.com and UI designer at peru.travel

EDUCATION

Area 51 International Certified Center

HTML5, CSS3 & Javascript

January - June 2013

Pontifical Catholic University of Peru

Advertising — Communication Arts & Sciences

2008 - 2014

INDUSTRY KNOWLEDGE

Design

UX Design

Prototyping

Infographic

Sketching

Information Architecture

Email Marketing Design

Tools

Sketch

Adobe Photoshop

Adobe Illustrator

Figma

Balsamiq

Invision Studio

Anima

Code

HTML5

Javascript

PHP (Wordpress)

CSS3

EXPERIENCE

Falabella Peru - Ecommerce

Head of Design

Oct 2016 - Feb 2018

Team leader (5 designers) focused on the coordination and validation of digital products for the digital sales channel of the brand.

UI/UX Designer

Jul 2015 - Sep 2016

Design of digital marketing pieces (email marketing, landing pages, web banners ...) and creation of web guidelines for the falabella.com website.

Featured Projects

November 2017 - CyberFalabella

October 2017 - Web based Campaign #VoyConZapatillas

September 2017 - Falabella.com Redesign

Promperu

UI Designer

Jul 2013 - Jun 2015

User Interface Design and front-end development for peru.travel's international marketing campaigns and web pieces (email marketing, ad banners...)

Web Design Intern

Jan 2012 - Jul 2012

Email Marketing Design, Web Animations, Social Media design and support in marketing campaigns.

Featured Projects

October 2014 - Web redesign peru.travel

February 2014 - Launch Campaign "Febrero Viajero"

Awards

Best Official Tourism Website - World Travel Awards