

PERSONAL INFO

Name: Rodrigo Haverbeck

Date and place of birth: September 7, 1982, Chile

Citizenship: Chilean

Sex: Male

Address: Unit 32, 29-35 Gerard Street, Cremorne, 2090, Sydney, Australia

Mobile Number: (+61) 435874006

Email: hello@roha.me

Visa: Permanent Residence

Portfolio: www.roha.me

I'm a creative hands-on digital designer with more than 12 years of experience in digital projects, creative processes, and team management. My expertise in visual design, user experience, and user interface, together with a strong knowledge of front-end development, have become a key part of creating successful digital projects.

I'm an innovative problem solver, extremely proactive and self-motivated. Big fan of streamlining complicated processes throughout minimalist design principles and user experience research. A strong believer that creating delightful digital experiences and make data-driven decisions increase the value of what a business can deliver to their customers.

Have a look at some of my projects on my portfolio: www.roha.me.

KEY STRENGTHS

- Reliable and responsible
- Organized and structured
- Good attention to detail
- Exceptional self-time management skills
- Ability to work under a fast-paced environment
- Proactive. Making things happen.

TECHNICAL SKILLS

- Creativity
- Visual Design
- UX/UI
- Digital Marketing
- Adobe Suite
- Sketch / Invision / Framer
- Hubspot
- HTML5
- JS/Jquery
- CSS3
- SEO
- Ahrefs / Hotjar
- Google Analytics
- Google Adwords

PROFESSIONAL WORK EXPERIENCE

Plutora

Sep 2018 - Current

Director of Digital and Creative - Full-time

- Brand Management
- Establish and execute a creative strategy
- Set design team vision and goals
- Digital Channels Management
 - Website

- Social Media
- Paid Campaigns
- SEO Strategy planning and execution
- Analyze, track and measure results and KPIs

Plutora

Jan 2017 - Sep 2018

Brand and UI Designer - Full-time

- Wordpress Development (PHP)
- Front-end Development (HTML / JS)
- User experience research
- Creative process and design of the website and digital assets
- Digital campaigns management
- SEO optimization and strategy planning
- Conversion improving, through A/B testing exercises

Plutora

Feb 2016 - Jan 2017

Brand and UI Designer - Part Time

- Wordpress Development (PHP)
- Front-end Development (HTML / JS)
- User experience studies
- Design process of website and digital assets

Roha.me

Dec 2015 - Feb 2016

Freelance digital designer / Consultant

- Study and analysis of digital projects.
- Visual design.
- Proposal Development and digital mockups.
- Front-end development.

Flock, Santiago, Chile

Jan 2013 - Dec 2015

Digital experience and creative director - Full-time

- Head of art.
- Leadership creative process.
- Study and development of digital products, and improvement through monitoring KPIs.
- Integration of standards of usability and user experience for different projects.
- Manage the delivery of creative area in the day and major proposals.
- QA control of project delivery.

Buena Buena Digital Agency, Santiago, Chile

Aug 2007 - Jan 2013

Partner - Creative Director - Full-time

- Head of art.
- Leadership creative process.
- Monitoring and management of the sales process.
- Management, development and supervision of digital projects, websites, mobile apps and e-commerce.
- QA control of project delivery.

EDUCATION

| | |
|--------------------|---|
| 2019 - 2019 | The University of Sydney (Coursera) Design-Led Strategy: Design thinking for business strategy and entrepreneurship |
| 2017 - 2018 | General Assembly Product Manager |
| 2015 - 2016 | University of California, San Diego USA - Coursera Specialization on Interaction Design |
| 2002 - 2006 | DUOC Pontificia Universidad Católica, Santiago, CHILE Digital Designer |
| 1990 - 2000 | Colegio De La Salle, Santiago, CHILE Elementary and high school |

LANGUAGE SKILLS

Spanish: Native speaker / **English:** Advance

HOBBIES AND INTEREST

Travel, Snowboard, Movies, Bike, Reading, Photography, Kayaking