

Eloy Muñoz Salinas - Web Strategist

Experience

Sr. UI/UX Designer at Quintiles

July 2011 – Present RTP, North Carolina

- Analyze, specify, & design the interface architecture for a consistent user experience.
- Collaborate with different stakeholders to ensure that standards and best practices are followed.
- HTML/ CSS development to work on a SharePoint Site.
- Design and production of interactive and multimedia materials for internal training.
- User Interface design (using Photoshop and Illustrator) for a web based application.
- Logo and icon design.
- Work closely with the development team to integrate with their work before, during and after.
- Work with product and management to ensure that business and user requirements are met and improved upon.
- Creation of wireframes and prototypes that show all possible user actions.

Freelance Consultant eloymunoz.com

September 2004 - Present

Freelance work that combines a wide range of tasks for clients such as Ogilvy, IBM, Renault, ING, Telefónica, 10,000 Villages, RTI International:

- Web Design/ Development (HTML, CSS, XML, Action Script, Photoshop, Illustrator, OmniGraffle Pro, SubVersion).
- Perform of Usability tests with real users (Morae, SilverBack), as well as producing Hot Maps and A/B Tests.
- Designed interfaces for Learning Objects as well as for Web and Mobile devices.
- Production and design of multimedia materials (graphics, audio, video).
- Analyzed clients website design and web data of user behaviour to produce an informed interface redesign focused on the goals that the client set for their users (UX).
- eLearning applications, Learning Objects (Moodle, Drupal, Xerte, Flash, Wiki) and learning repositories.
- Production of multimedia materials (banners, micro sites, demos, presentations, intros)

Web Manager at FON

October 2006 - April 2010 (3 years and 7 months)

As a Web Manager at FON Technology I have lead a number of different tasks related to the fon.com site:

- Designed conceptual flows and prototypes of services and applications for web, mobile devices and firmware (Omni Graffle Pro, Visio, MockFlow, Balsamiq)
- Lead usability tests and promoted focus on design with the user as focus (UX).
- Designed user interfaces for a number of different platforms, web, mobile devices and firmware.
- Set up and used Web Analytics. Managed web data and produced readable briefings for internal management. Conducted data analysis, designed and proposed enhancements and corrective actions.
- Designed storyboards for use in multimedia projects.
- Produced multimedia elements for the web, including video, audio, pictures, vector elements, interactive sections, static and dynamic banners.
- Designed and managed of the CMS (Content Management System) used to manage the fon.com templates
- Managed the team of translators for to the ten different languages of the FON site.
- Led design and redesign of current and new areas of the web and managed the HTML and CSS on the fon.com templates.
- Produced marketing materials like product boxes, QIGs, flyers, banners, etc. to use in the international offices.
- Produced visual guidelines, micro sites, and materials for FONs global partnership projects, including for BT, ZON, Softbank, Neuf, e-plus.
- Led production of marketing materials and web announcements for the local "FON Neighborhood" projects (Chueca Wifi, Shoreditch, FON La Latina, Triball, The Castro (San Francisco), Tenerife).

Junior Producer at Ogilvy Interactive

March – November 2004 (9 months)

- Produced and updated projects with Flash, Dreamweaver, HTML, CSS, Photoshop, Image Ready, Illustrator, CMS Management (Memetrix, Tridion)
- Generated micro-sites, intranets, rich media banners, e-mailings, demos focusing on the User Experience (UX)
- Finalist IMAN Awards for Young Promises

Webmaster, content and communication specialist at the Baku (Azerbaijan) office at International Council on Alcohol and adictions

May – July 2003 (3 months)

ICAA (www.icaa.ch) is the oldest non-governmental organization active in the field of dependencies. The aim is research into alcohol and drug abuse trends, responding to requests for information on prevention campaigns, and coordinating meetings at a local level. Tasks and achievements for ICAA are:

- Designed and developed the new website focusing on the User Experience (UX)
- Managed the web content for standardization and updated information.
- Managed communication among international partners and experts, fostered national and international relationships

Editor, Translator and proofreader

January – June 2002 (6 months)

- Coordinated press contacts with Spain
- Translated various areas of the Web Portal from English into Spanish
- Translated news and online magazines (focused on teachers and policymakers in Europe) from English into Spanish

Universidad Complutense – Vice president/President/National committee executive member

September 1997 – Octubre 2001 (4 years, 2 months)

- Coordinated ESN Complutense activities and collaborated with the university's International Relationship Office
- Managed the organization's budget, created web-service for students (<http://www.ucm.es/info/esnucm>)
- Vice President: Sep 98- Sep 99; President: Sep 99- Oct 01; National committee executive member: Apr 99- Apr 00

Cultural Associate with United States Universities

September 1998 – Jan 2001 (2 years, 5 months)

Initiated an American-Spanish dialogue by organizing cultural and social events for students and faculty. Collaborated with Tufts University; Skidmore University; Markette University; Boston College; Georgetown University.

Education

Escuela Superior de Comunicación Interactiva

Master in eLearning/Multimedia distance education, Interactive eLearning design, computing interaction, pedagogy, eLearning standards (SCORM, IMS)

Escuela Superior de Comunicación Interactiva

Master of Arts with Honors in Interactive Design, Interactive Design, Interactive Development, Multimedia Development, animation, html, css

Duke University/UNC

Peace and Conflict Resolution Studies, Intrnational Politics

Universidad Complutense de Madrid

Master of Arts in History (Licenciatura), Early Modern History, Contemporary History, History of America, Paleography, Geopolitics, Anthropol

Universidad Complutense de Madrid

Bachelor of Arts in History (Diplomatura), Early Modern H., Contemporary H., H. of America, Paleography, Geopolitics, Anthropology