

# Cesar Briones

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## Summary

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Portfolio:

<http://www.cesarbriones.com>

<http://www.herospace.com>

15+ years of experience as a Digital Designer, with a strong background in UX/UI Design, WordPress Development, Digital Marketing, and Strategy.

Lead digital projects end-to-end through design, development, and digital strategy cycles. My different skill sets allow me to connect to diversely-skilled teams to meet customers' needs and business objectives.

Co-Founded Herospace, a multicultural digital agency that helps the local and national brand achieve their goals online by bringing together digital strategy, storytelling, design, development, and marketing.

## Experience

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### **Herospace | San Antonio, TX**

#### **Co-Founder | 09/2018 - Present**

Herospace is a multicultural digital agency that helps local and national brands achieve their online business goals by bringing together digital strategy, storytelling, design, development, and marketing.

- **Lead Designer** on all digital projects.
- **Lead Wordpress Developer** using Elementor to create custom experiences.
- Collaborating with the offshore development team to help deliver an optimum product across all platforms.

### **Parscale Digital | San Antonio, TX**

#### **Senior UX Designer | 01/2015 - 08/2018**

- **UX Design Lead** on the 2016 presidential election campaign and Digital Strategist.
- Hands-on **visual design lead** on different digital projects.
- Created **user-centered designs**, taking business and functional requirements into consideration delivering the best UX for the end products.
- Actively involved in designing the **information architecture**, interface, and interaction flow of all website projects.
- Developed **wireframes**, **high-fidelity mockups**, and **prototypes** using Axure, InVision, HTML/CSS as needed.
- Designed dashboards that translate data into visual stories.
- **Art Direction** and quality assurance of all UX Design Team deliverables (over 80+ websites).
- Collaborating with the Development Team & Digital Marketing Team to help deliver an optimum User Experience across all platforms.

### **ArchPoint Group | San Antonio, TX**

#### **Senior Digital Designer | 05/2014 - 12/2015**

Lead the company's digital projects by delivering Visual Design, UI, UX, Art Direction, Digital Strategies for clients. Coordinate technically with outside digital vendors (front-end, back-end developers) to deliver projects efficiently on time/budget.

- Explore new digital strategies for B2B, B2C clients.
- Serve as a Mentor for the digital department.
- Serve as the Creative Technologist for all Digital Projects.

### **WontonMedia | San Antonio, TX**

#### **Digital Art Director | 01/2009 - 04/2014**

Lead the company digital projects visually, web/mobile sites, mobile applications, eCommerce sites, managing a small group of designers, programmers and editors.

- Lead the creative direction and art direction efforts on all digital projects.
- Lead a Mobile Games Division in 2013. The first game (The Tapping Dead) was launched in 2 months and got Featured in Google Play "Games to Watch" and "Retro Games" worldwide. Closed partnerships with Publishers in USA, China and Russia, to promote the game Overseas.

- Deliver Digital Marketing strategies through different channels and trends for a network of 40+ high-traffic websites.

## **Skills**

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User interface Design, User Experience Design, Visual Design, Art Direction, Design Thinking, Digital Marketing, Digital Strategy, Analytics, Programming, WordPress, Adobe, Figma, Marketing Automation, Wireframing

## **Education**

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UANL | Monterrey, Nuevo Leon  
Engineering

## **Languages**

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English, Spanish