

Henry Díaz

Creative Director | UI/UX Lead | Brand, Web & Product Design

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Location: Venezuela

Work Experience:

Sting Marketing | Remote

Creative Director & UI/UX Lead | July 2021 – Present

Currently leading the agency's overall creative direction, managing multidisciplinary teams and ensuring operational efficiency and profitability across deliverables.

Led the product architecture and full brand strategy for two key projects (Servicepad & Matic) from conception to launch, establishing the foundation of the current product ecosystem.

- **Design Workflow Efficiency (+200%):** Built a centralized Design System in Figma, standardizing web components. This streamlined developer handoff and accelerated final website delivery speed by 200%.
- **Conversion Strategy (CRO +18%):** Led the visual and strategic redesign of corporate websites, achieving a sustained increase of 10–18% in visitor-to-lead conversion rates.
- **User Experience (Friction Reduction –15%):** Optimized website navigation and information architecture, reducing bounce rates by 15% by eliminating visual friction points.
- **AI Innovation:** Integrated Generative AI tools for rapid visual asset and PDF creation, raising the graphic quality of deliverables without impacting budget. (Gemini Pro, Claude, Adobe Firefly)

Role Evolution

(Total tenure at the company: January 2018 – Present)

- **UI/UX Design Lead (Aug 2019 – Jul 2021):** Established brand governance and visual consistency across multiple platforms.
- **UI/UX Designer (Jun 2018 – Aug 2019):** Led the agency's technology migration from Adobe tools to Figma.
- **Part-Time Graphic Designer (Jan 2018 – Jun 2018):** Promoted to Senior Designer full-time after 6 months based on outstanding performance.

Early Professional Experience (2008 – 2018)

Self-taught origin leading into 10+ years of hands-on design execution across editorial, print, and commercial media (Sol de Margarita, Code or Chop, Grupo Estrella, Yellow Group) prior to specializing in UI/UX and Product Design.



Professional Profile:

Creative Director with 9+ years of experience in the digital industry and a strong track record in Web and B2B SaaS. Specialist in translating complex requirements into scalable products through Figma Design Systems and structured workflows.

Focused on connecting creative strategy with business KPIs, achieving 200% gains in operational efficiency and double-digit improvements in conversion rates (CRO). Remote team leadership with emphasis on technical mentorship and high-impact execution.

Technical Skills:

- **Product Design:** Advanced Figma (Variables, Auto-layout), Prototyping, Design Systems, Wireframing.
- **Strategy:** A/B Testing, Information Architecture, User Personas, CRO (Conversion Rate Optimization).
- **Technology & AI:** Generative AI workflows (Claude, Gemini Pro, ChatGPT, Adobe Firefly), Basic HTML/CSS.
- **Tools:** Adobe Creative Cloud (Ps, Ai), Jira, Asana, Slack, Loom.

Leadership Skills:

- Multidisciplinary Team Leadership
- Strategic Stakeholder Communication
- Technical Talent Mentorship & Development
- Adaptability and Problem-Solving

Education:

- **Associate Degree in Graphic Design** / IUTIRLA · 2015.
Formal degree obtained following several years of prior professional practice in the industry.
- **Ongoing Professional Development** managed through employers and applied directly to live projects.

Languages:

- **Spanish:** Native.
- **English:** Professional Working Proficiency (Technical reading, writing & functional conversation)