

RODRIGO ROMERO CASTRO

Portfolio / romerocastro.com



Personal Summary

Bilingual Senior Web & UX/UI Designer with over 14 years of experience in digital design, frontend development, and project leadership. Proven track record in designing and managing websites, e-commerce platforms, and CMS solutions with a strong focus on user experience, SEO / SEM, and performance optimization.

Adept at leading cross-functional teams, managing clients, and delivering creative digital solutions aligned with business goals. Highly skilled in tools like WordPress, Figma, Adobe Suite, HTML5 / CSS3, React.js and AI tools for design and content creation.

Contact

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Experience

Senior Digital and
Web Designer
HAIRCLUB
05/2025 - Present

- I've been leading the brand's digital transformation, completely redesigning the website, landing pages, social media presence, email marketing, and paid social campaigns. In addition, I developed a new appointment scheduling flow with a much simpler and more intuitive UX/UI experience.
- These changes have proven to be highly effective and impactful, driving consistent month-over-month growth from 85% to 111% goal achievement.

Founder and CEO
PARDUS
02/2021 - 03/2025

- Founded and led my personal brand, PARDUS, delivering digital development, marketing, e-commerce, SEO/SEM strategies, and brand design services to a variety of clients across multiple kinds of industries.
- Applied a broad range of skills across 200+ projects, including leading design teams, frontend and backend development, marketing expertise, and professional audiovisual content creation.

Project Manager
REM AGENCY
01/2019 - 01/2021

- Led the implementation of agile methodologies and new development and design standards specializing in digital solutions, including mobile apps, CMS, and websites. Managed projects for leading companies in the pharmaceutical and medical sectors, ensuring the delivery of high-quality solutions.

Senior Web Master
CORFERIAS
01/2018 - 12/2018

- At Corferias, Colombia's largest fairgrounds, I worked as a Frontend Web Master designing websites and visual identities for multiple events.
- One key achievement in my role was redesigning the UX/UI of the ticket sales section and the purchasing flow, resulting in a 20% increase in sales.

Project Manager /
Frontend Developer
IMAGINAMOS
04/2011 - 05/2017

- We designed and developed the RAPPI delivery SuperApp, which later became Colombia's first unicorn in 2018 (valuation surpassed 1 billion dollars).
- In this digital agency, I designed and developed over 500 websites for companies across various industries.

Education

Bachelor's Degree in **Audiovisual Media with an Emphasis in Graphic Design**

Politécnico Grancolombiano | Bogotá, Colombia
01/2007 - 12/2011

Associate's degree in **Graphic Design**

National School of Informatics | Bogotá, Colombia
01/2006 - 12/2006

Skills

Agile

- Scrum
- Sprint Design
- Asana
- Jira
- Monday
- Trello

Design

- Adobe XD
- Illustrator
- Invision
- Figma
- Photoshop
- Sketch

Frontend / Web

- HTML5 / CSS3
- JavaScript, jQuery
- SEO / SEM
- Shopify
- Stylus, Bootstrap
- React.js
- Wordpress

Others

- Git
- Microsoft 365
- Notion
- Slack
- PHP
- SQL

Video

- After Effects
- Capcut
- Final Cut
- Veo 3 Ai

Languages

- **Spanish**, Native 
- **English**, Advanced 