

MARIO CISNEROS

Digital Consultant

PROFILE

A technology professional highly skilled at translating business requirements into elegant user experiences.

EXPERIENCE

MCDigital (2003 - PRESENT)

A digital consultant that's equal parts research analyst, information architect, interaction and visual designer, frontend developer, analytics, SEO and content marketing specialist.

Pisoni Enterprises (6/2007 - 2021)

Designed and developed websites including DFW Gun Range, Southwest Group Protective Services and MA BJJ Academy.

- Developed an online application that increased registration for classes in concealed handgun licensing by 90%.
- Created SEO programs that improved conversion rates by an average of 8%.

MA BJJ Academy KPI - 2021:

- Setup and managed Google Analytics - Users: 12,506
- Setup and managed Google Ads - Trial Offer: 3,683 clicks

Other consultancy work includes:

- Torchmark, BCBS, Amdocs, Fossil, Mary Kay and Verizon

ELECTRONIC DATA SYSTEMS (10/2005 - 5/2009)

Lead visual frontend developer charged with managing design projects for their corporate Internet and Intranet sites.

- Redesigned travel site that earned a **Webby Award** for outstanding Intranet development.
- Redesigned recruiting organization's external website, which resulted in a **30% increase** in site traffic.
- Led a highly-visible, time-sensitive Web-based initiative for an external client that resulted in EDS being named [Technology Partner of the Year](#) (PDF, 61K).

PEROT SYSTEMS (5/1996 - 6/2003)

Lead web designer tasked with defining the design, layout, composition, and development of large scale Intranet sites.

- Designed the corporate training Intranet (PSU)
- Designed the internal communications Intranet
- Developed HTML curriculum for the Engineering Program

PORTFOLIO

My website is my best marketing tool, which includes a portfolio of wireframes, mockups, app and website designs all intended to help you better evaluate my qualifications.

- [Creative Assets Overview](#)

SKILLS

- Extensive experience designing wireframes, high-fidelity mockups and functional prototypes
- Fluent in responsive web design technologies
- Proficient using Bootstrap mobile first framework
- Proficient coding valid HTML semantic markup
- Proficient writing CSS/Sass-driven layouts
- Proficient using JavaScript for rapid prototyping
- Strong working knowledge of Developer Tools
- Accessibility and page weight evaluation tools
- Designing and deploying HTML email newsletters
- Strong working knowledge of SEO and analytics
- Strong working knowledge of inbound marketing

SOFTWARE

Strong working knowledge of web authoring, graphic, marketing and project management tools including:

- Atom and WordPress
- Figma, Sketch, InVision
- Google Analytics and Search Console
- Basecamp, Freedcamp, Monday.com
- Git and Github

EDUCATION

LAWRENCE TECHNOLOGY UNIVERSITY

Course Work - Humanities and Computer Science

CONTACT

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