



URI CASAS PRODUCT MANAGER / WEB DESIGNER

I consider myself a person who loves to work in a team, learn and teach in an environment willing to this two-way flow. We could say that I have a multidisciplinary profile where I started in this more from the design side and little by little I have been moving towards product and management, but always trying to maintain an open role where the sum of the details is the result.

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EDUCATION

DEGREE

Universitat Oberta de Catalunya

Multimedia degree

2010 - 2016



SKILLS

Project / Product Management



Figma



PhotoShop



Jira



Google Analytics



Google Tag Manager



HTML & CSS



WORDPRESS



Google Optimize



SIDE PROJECT

Sports series & documentaries written by me. Site build in WordPress & Elementor

www.sportsonmedia.com



WORK EXPERIENCES

ECOMMERCE & PRODUCT MANAGER

la Sirena | July 2020 - Present

- Definition of annual objectives.
- KPIs definition and performance measurement.
- Monitoring and commercial development.
- Integration of ecommerce and marketing teams building a single team multichannel establishing new processes to achieve greater
- Customer/business orientation.
- Web analysis and constant usability improvements.
- Product catalog coordination with purchase team.
- Management of external web development company.
- Definition ecommerce Road map 2020/24
- Web team management.

ECOMMERCE & PRODUCT MANAGER

RS Barcelona | January 2020 - June 2020

- Definition of annual objectives.
- Create an ecommerce environment in traditional company.
- Establish marketing objectives and initiate campaigns in Facebook & Google Ads
- Management of the external technical team
- Competitors benchmarking

PROJECT MANAGER

Webimpackto | February 2018 - December 2019

- Definition of annual objectives.
- Create an ecommerce environment in traditional company.
- Establish marketing objectives and initiate campaigns in Facebook & Google Ads
- Management of the external technical team
- Competitors benchmarking

UX/UI DESIGNER

Bebitus | November 2016 - February 2018

- Responsible in mobile first implementation
- Management with technical team
- Support to marketing team with newsletters ux/ui

WEB DESIGNER

Sublimet | March 2014 - November 2016

My First experience in a tech company was a great experience for me in this small company learning a lot of things thanks to my responsible and my multidisciplinary profile.