

Juan Manuel Rios Villanueva

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EXPERIENCE

SENIOR FRONT END PRODUCT MANAGER

C21Stores-Ecommerce

May 2018—Present

NJ - Remote

- Member of the Digital Transformation team, leading the innovation across the site, design flows and user experiences
- Translating Business Ideas into technical and/or functional requirements. This included creating wireframe, rapid prototyping utilizing front end web development, inVision, Miro, Sketch, Balsamiq
- Forming strong, influential and trustworthy connections with stakeholders in a cross-functional environment in order to achieve KPIs or OKR
- Managing the roadmap and priorities, and writing requirements for our commerce cloud implementation partner
- Accessibility compliancy leader: managing audits, remediation and relationship with developers, legal & design team, and third parties, as well as implementing fixes to achieve WACG 2.1 AA compliancy and best practices
- Managing and supporting the front-end product team: content specialist, email specialist, and assistant product manager. Working in different platforms including: Sales Force Commerce Cloud, Responsys, Bronto, JustUno, Conductor Search Light, Wrike, Jira, Workfront, Google Marketing Platform and Google 360 Products

PRODUCT MANAGER / FRONT-END DEVELOPER

C21Stores-Ecommerce

March 2016—May 2018

NJ - NY

- Responsible for developing new and maintaining current site functionality and front end development optimizing the UX, SEO, Google Analytics analysis reporting on the site
- Create wireframes, mapping user journey flows, and developing interactive prototypes to support functional requirements and documentation during and after Salesforce Commerce cloud replatform
- Lead and supervise web content specialists, email specialist and assistant product manager in developing site content using custom CMS, JustUno, Curalate, Responsys, Social Media, and later on SFCC
- Develop a CMS for custom landing pages and banners, using AngularJS and Firebase DB
- Coach teams to UX, SEO and ADA best practices for content optimization
- Review all customer-facing front-end coding(site and emails) for functionality, performance, and validity
- Work with Ecommerce support ticket management in the delivery of new features
- Develop different systems to improve workflow within the team
- Developed GIT/GitHub repository for C21stores.com front-end development
- Own and manage all google products: GA, GTM, Google my Business, Google Search Console, Data Studio
- Use data and metrics to test assumptions and make recommendations to product owners

WEB PRODUCER / UX DEVELOPER

C21Stores-Ecommerce

June 2014—March 2016

NJ

- Design successful strategies, wireframes and front-end coding to become a "responsive" web site that later evolved into a "Mobile First" design. Mobile loading times improved by 45% on content pages with high images resolution, which contributed to an increase on conversion rate of 24%
- Mentored web production and design team about "Mobile First" approach, best practices and strategies
- Collaborated with Art Director on developing weekly refreshes with a wide variety of highly interactive landing pages, look books, carousels and rich media banners
- Conduct and report on: direct attitudinal research through interviews, case studies and other testing.
- Developed a custom-made YouTube video player that include: custom image place holders, call to actions, and detail product information at beginning and end of the videos
- Automated Weekly refresh of content pages and navigation to specific date and time for Cold Fusion
- Improved loading time and SEO on content pages by developing image replacement technique
- Replatformed: migrated all content from Cold Fusion CMS to Ruby on Rails CMS
- Design and developed a site to document UI style guides for all content blocks in the new Ruby on Rails CMS
- Automated custom reporting from GA to Google Sheets and Data Studio

INDEPENDENT WEB DEVELOPER / UX DESIGNER / SEO / ADA CONSULTANT

Aug 2010—Present

NJ - NY

- Work included: UX design audit and research, mobile experience improvement, SEO audit
- Clients: RelatingWithHart, PregameFlex, CMperu, Koba, Mundi Wallets, JMCbags: UX design, Josph G Canepa Law Firm different filmmakers websites and doctors

PROFESSIONAL SKILLS

HTML/HTML5	● ● ● ● ●
CSS, CSS3 BEM	● ● ● ● ●
JavaScript, JQuery	● ● ● ● ○
GIT, GitHub	● ● ● ● ○
Responsive - Mobile First	● ● ● ● ●
AngularJS	● ● ○ ○ ○
PHP	● ● ○ ○ ○
SFCC & Wordpress CMSs	● ● ● ● ○
SEO	● ● ● ● ●
Sass, Bootstrap	● ● ● ○ ○
DOM Scripting	● ● ● ● ○
Google 360 Products	● ● ● ○ ○
Adobe Photoshop	● ● ● ● ○
Adobe Lightroom	● ● ● ● ●
InVision, Balsamiq, Sketch	● ● ● ● ○
email HTML-CSS	● ● ● ● ○
User Experience & ADA	● ● ● ● ○

EDUCATION

STEVENS INSTITUTE OF TECHNOLOGY
B.A Music Technology / Computer Science
Dean List - Scholars Program
2010—2013

HUDSON COUNTY COMMUNITY COLLEGE
A.S Computer Science
Phi Theta Kappa Honor Society
2008—2010

INSTITUTE OF AUDIO RESEARCH
Audio Engineering and Sound Design
Phi Theta Kappa Honor Society
2004—2006

ADDITIONAL SKILLS

Management	● ● ● ● ●
Photography	● ● ● ○ ○
Tutoring / Teaching	● ● ● ● ○
Spanish - Reading & Writing	● ● ● ● ●
Database Management (SQL)	● ● ○ ○ ○
Google sheets & Smart Sheets	● ● ● ● ●
Sound Design & Post Production	● ● ● ● ●