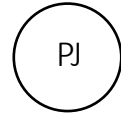


PABLO JIMENEZ



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2025

In a Nutshell

With over 15 years of experience in digital design, UX/UI/CX, e-commerce, digital marketing, and motion graphics, I've led high-performing teams that integrate strategy, design, and technology to enhance both user and customer experiences while driving revenue. I have spearheaded in-house creative transformations, transitioning critical UX/UI/CX and digital product design from external vendors to internal teams—streamlining workflows, strengthening cross-team collaboration, and ensuring brand consistency across platforms. At Travel + Leisure Co., I developed scalable design systems that cut production time by 50%, implemented UI/UX/CX strategies that significantly increased engagement, and introduced creative frameworks that boosted conversions.

Beyond digital design, my expertise in sales technology has played a pivotal role in driving engagement and conversions. At Travel + Leisure Co., where frontline sales account for 70% of total company revenue, I led the development of AI-driven sales tools, touchscreen presentations, and 360° media tours—transforming how sales teams connect with prospects and close deals. By aligning digital product design with sales strategy, I have created more immersive, high-impact experiences that deliver measurable business results. Passionate about innovation, AI-driven solutions, and cross-functional collaboration, I thrive in leading creative teams that push boundaries and drive meaningful engagement, CX, and revenue growth.

Strong UX/UI Expertise:

As Associate Creative Director at Travel + Leisure Co., I provided strategic creative direction for multimedia projects, emphasizing user-centric UI/UX experiences. I transformed the design function into a high-performing team supporting internal and external products, improving engagement and usability.

- Optimized UI/UX strategies, boosting user engagement
- Led a new product experience, increasing conversion rates
- Created scalable design systems, cutting production time by 50%.

Strategic Thinking:

I have a proven ability to align creative strategies with business objectives, elevating teams and driving brand growth.

- Spearheaded initiatives that increased customer retention
- Implemented creative frameworks, improving team efficiency
- Developed branding strategies, leading to greater recognition

Cross-Disciplinary Leadership:

I mentor and lead cross-functional teams of designers, developers, and motion graphics artists, ensuring synergy across email, website design, marketing, and user experience.

- Managed 10+ senior designers, reducing outsourcing costs by 50%
- Increased project turnaround efficiency by 35%
- Established workflows, reducing revision cycles

Impact on Frontline Sales & Revenue Growth:

With frontline sales driving 70% of total company revenue, I've developed cutting-edge sales technologies to maximize conversion.

- Designed touchscreen sales presentations, increasing closing rates
- Developed 360° media tours, boosting customer engagement
- Created dynamic, audience-tailored sales presentations, improving conversion rates

Creative & Digital Design Expertise

Product Design, UI/UX, Motion Graphics, Vector Animation, Video Editing, Digital Marketing, Creative Strategy, Branding, and Interactive Media across multiple platforms.

Travel + Leisure Co.

Associate Creative Director,

Interactive Media

Nov 2018 – Present

Experience

- Evolve the Design function from a single designer to a high-performing team capable of supporting both internal and external products.
- Manage and mentor the growing design team, providing guidance, support, and fostering a collaborative work environment.
- Spearhead the establishment and implementation of a comprehensive design system, ensuring consistency, efficiency, and scalability across all products.
- Directly contribute to the product development process by delivering exceptional design work that aligns with user-centric principles and company objectives.
- Led sales and instructional technology initiatives, including interactive sales presentations and web/mobile marketing strategies.
- Developed design systems for mobile apps, streamlining processes and improving user experiences.
- Automated development, design and web tools, enhancing productivity and efficiency.
- Created animations for web, email, and social media platforms, increasing engagement and brand visibility.
- Produced motion graphics for videos and online media, elevating the brand's visual storytelling.
- Oversaw audio post-production and mixing, ensuring high-quality voice and sound experiences.

Wyndham Destinations

Sr. Art Director, Brand

Sep 2014 - Oct 2018

- Contributed to sales and instructional technology, including interactive sales presentations and web/mobile marketing strategies.
- Developed design systems for mobile apps, streamlining processes and enhancing user experiences.
- Automated development, design, and web tools, optimizing efficiency and productivity.
- Created animations for web, email, and social media, driving user engagement and brand recognition.

Westgate Resorts

Sr. Art Director,

Digital Marketing

Aug 2013 - Sep 2014

- Managed design marketing campaigns, focusing on conversion rate optimization.
- Led the UX/UI and interactive design efforts, delivering engaging and intuitive user experiences.

Meliá Hotels International

Sr. Multimedia Designer

Jun 2010 - Aug 2013

- Developed marketing programs and strategies, including web and mobile marketing.
- Oversaw development, design and automation processes, ensuring high-quality artwork for web, email, and social media.
- Managed technical production projects and coordinated with editors and developers.
- Implemented guidelines and procedures to ensure brand consistency.
- Led and directed media-related projects, delivering impactful outcomes.

Wyndham Vacation Ownership

Sr. Multimedia Designer

Aug 2007 - Jun 2010

- Produced artwork, graphics and designs for web, email campaigns and social media.
- Served as a graphic designer for multimedia assets, creating engaging visual content.
- Led web design and development efforts, including HTML and Flash projects.
- Coordinated the interactive map development and served as a lead Flash designer and developer.
- Produced motion graphics, including intros, logos, and TV spots.
- Designed graphic user interfaces for kiosks and applications.

Education

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|-------------|--|
| 2020 | CICE, The Professional School in New Technologies,
Master's Degree, Motion Graphics |
| 2006 | Full Sail University Bachelor of Applied Science (B.A.Sc.),
Entertainment Business and Media Management |
| 2004 | Full Sail University Bachelor of Applied Science (B.A.Sc.),
Digital Arts, Entertainment and Media Management |
| 2002 | Full Sail University Associate of Applied Science (B.A.Sc.),
Digital Communication and Media/Multimedia |