

KEVIN EDUARDO HERRERA

Product Builder — Custom digital development

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PROFILE

Product Builder with 8+ years of experience shipping MVPs, SaaS platforms, and landing pages end-to-end — directing AI as my engineering team. Proven results: +20% conversion, +100% engagement for US & EU clients.

EXPERIENCE

Product Builder — Freelance (Remote, US Client) Feb 2025 – Present

- Built an end-to-end drone-operations dashboard (React, Node.js, PostgreSQL, Docker, AWS): real-time pilot tracking, clients, calendars and lists — full operational visibility.
- Built an AI chat with SSE streaming that executes database actions directly; automated pipeline cut administrative overhead by 60%.
- Shipped an autonomous publishing and SEO app: posts researched and generated via API by AI, learning over time to improve search rankings.
- Led the frontend, SEO and storytelling overhaul of a legacy drone site, modernized end-to-end.

Digital Marketing & Visual Specialist — Gimnasio Campestre Los Cerezos Apr 2024 – Feb 2025

- Orchestrated visual campaigns that increased social reach by 100% and doubled video views.
- Unified B2B and B2C brand identity across the full creative lifecycle.

Senior Graphic Designer & Motion Graphics — Wildlife Works Jan 2023 – Jan 2024

- Boosted engagement by 30% via motion-graphics strategy; reduced production turnaround by 20%.

Digital Designer (Remote) — Yeesshh Ltd (Barcelona) Mar 2022 – Dec 2022

- Redesigned landing pages for a 20% conversion lift (CRO); managed visual identity for 8+ portfolios.

EARLIER ROLES

Graphic & Web Designer — MTD Agencia · May 2021 – Feb 2022 · WordPress/Elementor sites; Google/Meta Ads support (+25% ad reach).

Graphic Designer — Rise Latam · May 2019 – Feb 2021 · Rebranding with +40% brand visibility; advertising and editorial materials.

Junior Designer — Tips Print · Apr 2017 – Mar 2019 · Large-format print production and optimized workflows.

KEY PROJECTS

ErQuickCalc — Genshin Impact Energy Calculator

React, TypeScript, Tailwind, Vite | 1,000+ active users | -80% optimization time, +95% accuracy vs manual

Drone Operations Platform — US Client

Job wizard, 5-stage pipeline, AI chat and client portal

SKILLS

PRODUCT & DELIVERY

MVP & SaaS development
End-to-end product delivery
AI-augmented development workflows
Rapid prototyping

DESIGN

Figma (variables, auto-layout)
Design systems
Branding & visual identity
Motion graphics
Adobe Suite (Ps, Ai, Ae, Pr)

ENGINEERING

React / TypeScript
Node.js
Tailwind CSS
WordPress / Elementor
HTML / CSS

LANGUAGES

Spanish — Native · English — Professional (C1)