

# Abraham 'Abe' Trevino

## Freelance Digital Designer & Business Development Specialist

Laredo, Texas, United States • Open to Remote • Open to Relocate • Open to Contract/W2  
[Website](#) • [LinkedIn](#) • [Portfolio](#) • [Email](#)

### SKILLS

Customer Engagement, Lead Generation, Customer Relationship Management, Ad Sales, Marketing, Account Management, Telephony Support, Technical Support, CRM Software, Software as a Service, Software as a Product, Multichannel Conversion, Retention, Analytics, IVR, Call Routing, Inside Sales, Business Development

User Experience Design (**UX**), User Interface Design (**UI**), Human-Centered Design, Interaction Design, Information Architecture (**IA**), Branding, Product Design, Customer Experience (**CX**), Interface Design, Prototyping, Wireframing, Graphic Design

### TOOLS

HubSpot, Salesforce, Google Ads, Slack, Figma, Sketch, Adobe XD, InVision, Miro, Adobe Illustrator, Adobe Photoshop, Canva, Webflow, Framer, Maze, Proto.io, FigJam, UserTesting, Hotjar, DALL-E, Stable Diffusion, Runway ML, Jasper, Writesonic, Canva, MidJourney, ElevenLabs, FlowCode, Adobe Premiere Pro, After Effects, Google analytics, Facebook Ads Manager, Mailchimp, Hootsuite, Monday.com, Asana, Trello, RingCentral, Zendesk, Jira,

### EXPERIENCE

#### **Nviero • Austin, United States (Remote) • 03/2020 — Present**

User Experience Strategist / Freelance

- Engaged in self-guided contract opportunities within the greater central & southern Texas metropolitan areas, such as Laredo, San Antonio, and Austin, TX.
- Led user research initiatives, conducting over 50 user interviews and analyzing 100+ heatmaps via Hotjar to drive data-backed design decisions for clients' projects.
- Communicated with project and business stakeholders to discern design objectives, employing tools like *Whimsical, Miro, Figma, Webflow, and the Adobe Creative Suite* for collaboration, asset generation & rapid deployment through numerous hosting services.
- Collaborated with stakeholders to generate design artifacts, visualize optimal customer journeys, & synthesize research findings to integrate them into the design process on Miro/Whimsical.
- Implemented ethical design principles into existing visual assets across multiple projects that boosted overall online customer engagement by 15% in a 3-month period.

#### **VCloud Interactive • Austin, United States • 10/2023 — 03/2024**

Bilingual Customer Experience Representative

- Provided world-class customer service to client customer base (Pfizer Inc.) by managing all inquiries to successful resolutions (first call resolution in-house or escalating to the appropriate external department).
- Provided product and safety information within the guidelines or standardized FAQ Responses, effectively communicating messages as required by the client, utilizing excellent communication & organizational skills while working independently in a call center environment.
- Assisted in the planning & design for the Spanish IVR & script as part of the US VaxAssist Contact Center and Pfizer Connect depts.

#### **Angi • Austin • 04/2023 — 09/2023**

Ad Sales Consultant

- Engaged in actively seeking out new opportunities through cold calling, email, and text, prospecting general service providers within the continental United States, qualifying prospective candidates & reaching projected sales quotas/team goals.
- Converted 60% of qualified leads in a 5-month span, collating over \$60K in recurring annual ad revenue.
- Negotiated and closed deals with service providers in English & Spanish, leveraging strong sales skills and product knowledge to develop new business, secure partnerships & ensure maximum customer

satisfaction through retained ad campaigns.

- Maintained accurate and up-to-date records of all interactions and sales activities in the Salesforce CRM system.

## **Rejuvenate Austin • 01/2020 – 01/2023**

Principal UX/UI Designer

- Led design efforts for the client's mobile and web platforms, improving accessibility and increasing booking conversion rates by 25 through the integration of a separate engagement portal..
- Designed and launched a QR-integrated brochure website that increased customer engagement by 35% over 2 years, integrating advanced UI features such as micro-interactions & on-hover elements.
- Conducted A/B testing using UserTesting and Hotjar, improving user flow efficiency by 20%.

## **United Country Real Estate • 03/2022 – 02/2023**

Inside Sales Associate / Brokerage Concierge

- Reached out to over 120+ prospective home buyers and sellers daily looking to connect with reputable real estate agents as part of the United Country brand across several metropolitan areas.
- Spearheaded the planning & design for the Spanish-speaking workflow & scripting process as a founding member of the Inside Sales team.
- Conducted redesign of in-house CRM platform to create consistent follow-up automation workflows & reduce time spent on administrative tasks by 20%.

## **Registered Agent Solutions, Inc. • 08/2019 – 03/2021**

Inside Sales / Regional Account Manager

- Managed a portfolio of 150+ accounts, consistently surpassing revenue goals by 24% every quarter. Engaged with 100+ prospects daily, increasing customer acquisition rates by 12% in a 3-month span%.
- Closed business deals with C-level executives, generating over \$100K in revenue within the first year.

## **Opcity / Realtor.com • 03/2018 – 04/2019**

Client Success Representative

- Spoke with 150+ clients daily in English and Spanish, quickly and directly coordinating prospective homebuyers, sellers and agents in the real estate market, utilizing In-house CRM to streamline communication between all parties.
- Awarded 8 distinguished achievements for best & most-improved call interactions across all divisions.

## **EDUCATION**

### **Bachelor's Degree in Criminal Justice**

Texas State University • San Marcos, United States • 09/2014 – 09/2016

- Obtained Bachelor's Degree of Science in Criminal Justice, focusing on behavioral sciences and law studies from various sociological and law enforcement perspectives at differing levels of the criminal justice system.

### **Certification in Interactive User Experience Design**

Kenzie Academy • Austin, United States • 09/2020 – 03/2021

- Successfully graduated from a 6-month User Experience Design Course, taught by User Experience design professionals with industry experiences across various creative and emerging fields. Within the context of numerous design projects inspired by real-world situations, I endeavored in creating rapid and responsive design assets for web designs and mobile concepts such as user stories, wireframes, and interactive prototypes using *Whimsical*, *Figma*, and numerous other web-based platforms.