



# VENER SARMIENTO

vener.me | 0508757700

I have over 20 years of Digital Product Design, Creative Direction and Digital Marketing Experience with focus on Automations E-Commerce & Omni- Channel Strategy.

I'm currently teaching Marketing Automation and Sales Funnel Design at VenerSarmiento.com and leading the design team of [TheConversionEngine.com](https://TheConversionEngine.com)

## Head of Design

**TheConversionEngine.com | October 2021 – Present**  
Dubai, United Arab Emirates

My role is to drive user experience from end-to-end, including immersion, ideation, conceptualization, detailed design, prototyping, and validation of hypotheses across digital channels. I ensure the design and delivery of user-centric experiences of all digital products are on quality, on time, and on budget.

## Founder

**CreativeNerve FZ LLC | September 2020 – September 2021**  
Dubai, United Arab Emirates

Overall In-Charge of Design, Marketing and Customer Acquisition.

AEDBuilder, a digital service is an E-Commerce focus website building platform developed and managed by CreativeNerve FZ LLC. Unlike the other established website builder in the market, AEDBuilder team actually handles the design and development of online store, websites and sales funnels for our clients.

## Head of Design

**Landmark Group's Web Team | 2014 – 2020**  
Dubai, United Arab Emirates

Managed a team of designers, leading all creative from concept to production of all SplashFashions.com's digital requirements. Instrumental in both the designer/stakeholder relationship.

### Key Achievements:

Conceptualized and design Landmark Group's biggest campaign property known as "Shopathon". It was originally created as an annual campaign for LandmarkShops.com.

## Education

Ateneo de Manila University  
Leadership & Social Entrepreneurship  
2019

Skillz Middle East  
Adobe Creative Suite  
August 2016

ICCT Colleges  
Microcomputer System Technology  
2000

## Skill Set

Art & Creative Direction  
Strategy & Branding  
Graphic Design  
Mockups & Wireframes  
Information Architecture  
User Interface Design  
User Experience Design  
Lead & Sales Funnel Design  
Project Management  
Digital Marketing  
Web Optimization & Performance

## Tools

List of tools and services I'm actively using both in my professional and personal projects.

## Graphic Design

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

## Motion Graphic

Adobe After Effects  
Adobe Premiere  
Adobe Animate

## UI/UX Designer

### Landmark Group's Web Team | 2012 – 2013

Dubai, United Arab Emirates

Responsible for the user experience, user interface, interaction design and visual design across all platforms. Develop and maintain conceptual wireframes, high-fidelity mockups, information architecture diagrams, interaction specifications and prototypes. Develop style guides, visual design patterns and supporting graphics for new and existing products.

#### Key Achievements:

Launched 3 brands (Splash, Babyshop and Emax) on 3 different platforms (Desktop, iOS and Android).

## Project Manager

### Landmark Group's Web Team | 2011 – 2012

Dubai, United Arab Emirates

Responsible in successful delivery of Phase 1 and Phase 2 strategy of Landmark Group's e-commerce project working along side with HUGE, Inc New York. Working with multiple consultants on research and finding solutions on all aspect of running an enterprise level commerce business from tech infrastructure to branding, design and marketing.

#### Key Achievements:

Successful delivery of Phase 1 and Phase 2 strategy of Landmark Group's e-commerce business. Proposed the implementation of both Basecamp and Asana as our Project Management tools for the entire group.

## Web & Graphic Design Manager

### Landmark Group's Home Centre | 2008 – 2011

Dubai, United Arab Emirates

Managed a team of designers, leading all creative processes from concept to production of all Home Centre's digital requirements. Instrumental in both the designer/stakeholder relationship.

#### Key Achievements:

Conceptualized, design and develop the Home Centre Intranet and Price Tag Online Creator. These web services streamlined the process of communication and sharing of assets between stores across the middle east and MENA region saving millions of dollars in operational cost.

  
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## Web Design

Figma  
Adobe XD  
Sketch  
Zeplin  
HTML/CSS  
jQuery  
Javascript  
InVision  
Webflow  
WordPress  
Joomla

## App Design

Figma  
Adobe XD  
Adalo  
AppCyver  
GoodBarber

## Project Management

Basecamp  
Asana  
Trello  
Teams

## Marketing Automation

HubSpot  
ClickFunnels  
Marketo  
Active Campaign

## Analytics

Google Analytics  
HotJar  
Mouseflow  
VidIQ

## Portfolio

[View my works](#)