

ELIZEO BENAVIDEZ

UI/UX Designer | Front-End Software Engineer | Design & Technology Leader

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PROFESSIONAL SUMMARY

UI/UX Designer and Software Engineer with 20+ years of experience designing and developing customer-facing web applications and digital experiences. Combines strong visual and interaction design expertise with hands-on front-end engineering, analytics implementation, accessibility, and enterprise application modernization. Proven ability to lead technical initiatives, improve customer acquisition experiences, and translate business and user needs into scalable, measurable digital solutions. Experienced collaborating with cross-functional teams, business stakeholders, developers, UX professionals, and leadership.

CORE SKILLS

Design & UX

UI Design | UX Design | Interaction Design | User-Centered Design | Figma | Photoshop | Illustrator | Accessibility (WCAG)

Front-End Development

HTML5 | CSS | JavaScript | React | Svelte | Front-End Architecture | WordPress

Analytics & Optimization

Adobe Analytics | Google Tag Manager | Analytics Implementation | Conversion Optimization | Customer Journey Analysis | Data-Driven UX

Leadership & Delivery

Technical Leadership | Cross-Functional Collaboration | Agile Development | Mentoring | Stakeholder Communication | Application Modernization

PROFESSIONAL EXPERIENCE

FIRSTBANK (NOW PNC) — Lakewood, CO

UI/UX Designer | 2008–2018

Software Engineer | 2018–2026

Lead design and development initiatives for online banking and customer acquisition platforms, supporting digital transformation, application modernization, analytics implementation, accessibility, and user experience improvements. Partner with business stakeholders, UX teams, developers, security teams, consultants, and leadership to deliver scalable customer-facing digital experiences.

- Led modernization of legacy **Backbone.js** and **Marionette.js** applications to **React**, establishing a more maintainable front-end architecture and supporting long-term scalability across customer-facing applications.
- Redesigned and developed customer acquisition UI flows used by **1M+ users annually**, reducing application friction and improving conversion by **32%**.
- Implemented **Adobe Analytics** across customer acquisition journeys, enabling teams to identify application fallout points, analyze customer behavior, and prioritize UX improvements using measurable user data.
- Served as the organization's **primary Adobe Analytics technical resource**, providing implementation and architecture guidance, reporting support, analytics governance, and training for cross-functional teams.
- Delivered accessibility enhancements for customer-facing applications, including support for **screen-reader testing** and accessibility-focused development initiatives.
- Designed and developed front-end solutions supporting high-visibility marketing campaigns, promotional experiences, vanity URL redirects, cookie-consent compliance, and site-wide messaging.
- Collaborated with business stakeholders, UX professionals, developers, security teams, and external consulting partners to define technical solutions and analytics implementation strategies.
- Presented technical initiatives, application modernization efforts, and analytics insights during technology town halls and cross-functional leadership discussions.
- Mentored junior UI developers through knowledge sharing, coding standards guidance, technical coaching, and onboarding support.
- Maintained and secured the company's WordPress blog environment through ongoing vulnerability remediation, platform updates, and technical maintenance.
- Recognized for adaptability, technical leadership, collaboration, and customer-focused problem solving across multiple enterprise initiatives.

EDUCATION

Bachelor of Arts (B.A.), Interactive Media Design

Art Institute of Colorado