

# OSVALDO BRAVARD

---

bravard@osvaldobravard.com | www.osvaldobravard.com | 202.431.4040  
105 W 29th Street | New York, NY 10001

## EXECUTIVE SUMMARY

---

### USER INTERFACE DESIGN & WEBSITE DEVELOPMENT

Strategic and results-driven Technical Professional with extensive experience acting as Subject Matter Expert for web design and user interface processes across numerous entities. Proven track record of capturing process improvements and driving conversion rates. Leverages substantial technical expertise to implement focused strategies that strengthen execution of development lifecycle for suite of consumer products across integrated platforms. Committed leader with sterling history of pioneering development of user-friendly platforms enabling continual increases in customer satisfaction.

#### Areas of Expertise

*User Interface Design - Strategic Planning - Process Improvement - Project Management - Website Development  
IT Management - Budgeting - Cost-Effective Strategies - Team Leadership & Motivation - Change Management*

## PROFESSIONAL EXPERIENCE

---

### INDEPENDENT CONSULTANT

December 2007 – Present

#### SUBJECT MATTER EXPERT, WEB DESIGN AND USER INTERFACE

Called upon to leverage vast web design and user interface expertise engaging new and existing customers in producing design solutions for small to mid-size businesses. Played an integral role in attaining market presence and producing cost-effective strategies for the following companies:

- **Inter-American Development Bank (2011-Present):** Handpicked to modernize interface and arrange data to generate updated intranet for Executive Secretariat of Staff Retirement Plans.
  - Crafted cohesive image and overall brand for division allowing employees to directly access plan information leading to reduction in phone inquiries.
  - Produced Intranet with Dotnetnuke enabling employees accurate calculation of retirement equipped with various date scenarios.
  - Devised and implemented user interface for HR Partners resulting in improved accessibility of Interactive Report for HR Human Capital Strategies.
- **Organization of American States (2008-Present):** Tapped to construct comprehensive identify and image for Peace Fund brand designing all marketing collateral including brochures, publications, and flyers.
  - Constructed website from the ground up to correctly communicate conflict resolution efforts garnering over \$5M in annual donations from country donors.

### SOLAR TOURS, INC.

2004-2011

*Provider of sightseeing tours and vacation packages to Latin America, Mexico, and Western Europe.*

#### WEB DESIGNER AND DEVELOPER (2007-2010)

Tasked with creating mockups and modernizing existing interfaces to align with existing trends and consistently drive conversion rates. Interfaced with CTO serving primary liaison between CTO and Product Development Managers.

- Innovated mockups, wireframes, and complex design functionalities of user interfaces and experiences for internal reservations leading to retention in time and increases in employee productivity and transaction processing time.

- Achieved 13.33% improvement in conversion rates by restructuring landing pages.
- Overhauled booking process translating language into HTML and CSS partnering with developers and maintaining pages on asp.net.
- Played an integral role migrating 100% of offline business operations to 94% online business structure by creating web solutions and transitioning over \$80M in sales.
- Enabled users multiple bookings for two or more cities at any given time by developing user interface and interactive capabilities for multi-city booking engine.
- Produced branding and vision for Tripmasters.com.

#### **OPERATIONS MANAGER, BEACHES DIVISION, SOLAR TOURS, INC. (2004-2007)**

Oversaw group reservations for bookings consisting of 14-200 passengers. Negotiated rates and contracts between travel agencies and hotels. Executed logistical aspects of air travel and ground transportation. Maintained \$40M in annual transactional dollars. Led customer service team allowing increased comprehension in customer requirements.

- Retained thousands of dollars in transactions by mitigating and resolving sensitive issues in a timely fashion.
- Mentored and coached operation agents to secure hotel reservations in addition to processing bookings and credit card transactions.

### **EDUCATION & PROFESSIONAL DEVELOPMENT**

---

Extensive Coursework towards Degree in Architecture – UNIVERSIDAD NACIONAL DE ASUNCION – ASUNCION, PARAGUAY

PROFICIENCY IN SPANISH AND FRENCH

### **TECHNICAL PROFILE**

---

HTML - CSS3 - CROSS-BROWSER TESTING - JAVASCRIPT - JQUERY - JQUERY UI - ASP.NET - PHP  
 ADOBE SUITE - DREAMWEAVER - FIREWORKS - PHOTOSHOP - ILLUSTRATOR - INDESIGN FLASH - AFTER  
 EFFECTS - PREMIERE PRO