

Profile

I'm a Lead Designer and UI Developer experienced in solving **User experience issues, Implementing Design Systems** and **Maintaing best practices in Web Applications** regarding modular design, **Agile principles**, and scalability. I've spent the last 6 years learning & Improving my user experience and technical development practice with different teams and projects in different organizations.

I'm also familiar with **Front-End Development constraints** and I am able to fill the comunication gap between designers and developers in a team.

Experience

Metalsa
UX Lead
2018 - Current

I work as a **Lead UX Designer** and **UI Developer** at Metalsa, building web and mobile applications from scratch. Reviewing **primary user research**, wireframing, and **usability cases** for best practices. In charge of delivering **high-fidelity coded applications** to the development team and implementing best practices within the technology, usually **Angular 10+** or React. Worked in Industry 4.0 applications, Purchasing Processes & External Visits.

InverCap
UI Designer
2015 - 2018

I worked as UI Designer as the main responsible for designing and coding e-mail in HTML and CSS using IBM Watson with a more than 2 million client reach and web design using **HTML5, CSS3 & JavaScript** coding languages for the development of more than 50 Landing Pages. Had experience elaborating informative video reels and animations.

EBCOMM
Web designer
2014 - 2015

I had the role of WordPress web designer and got the opportunity to polish my basic front-end knowledge. In charge of contacting and working with brand users of **Eternity Diamonds, Ghiberti** and **Tigretienda**. Learned about social media administration and helped achieve a **reach growth of 25%**.

Education

Google
UX Certificate
2021 - 2022

UX design process may vary from project to project. Properly completing the design process from beginning to end is my end goal with this certificate, including: **Empathizing with users**; Defining user pain points; Coming up with ideas for design solutions; Creating wireframes, mockups, and prototypes; Testing designs through **usability studies**; **Iterating** on designs based on feedback.

UANL University
Design Graduate
2011 - 2015

Graduated as a graphic designer I found my passion for developing visual concepts with self-taught programming technologies and bringing ideas into real-life applications.

Skills

Figma	Git	Sass	InVision
Angular	SVN	VS Code	React