Arturo Jara

Ux Designer

Experience

Dolly Agencia – Marketing and Web Designer

August 2018 — November 2021

- **Web Design and Development:** Create and maintain attractive and functional websites that reflect the brand's identity. Ensure an intuitive and accessible user experience by implementing visual designs using HTML, CSS, and JavaScript.

- **Digital Marketing Strategy and Content:** Develop and execute digital marketing campaigns that drive web traffic and increase conversion rates. Create visual and written content for social media, email marketing, and paid advertisements, analyzing metrics to optimize results.

Rivka Development – Ux Designer and Front End

December 2021 — September 2022

- **User Experience (UX)** Design: Create wireframes, prototypes, and user flows that optimize interaction and user satisfaction.

- **Front End Development: Implement** UX designs into code using HTML, CSS, and JavaScript, ensuring functionality and responsiveness across different devices. Collaborate with other developers and designers to ensure consistency and quality in the final product.

Golden Section – Ux Designer

January 2023 — June 2023

- Research and analyze user needs to design intuitive, user-centered experiences, particularly for CRM, B2C, and SaaS applications. Create user flows, wireframes, and prototypes to optimize functionality and user satisfaction.

BCB Marketing Intelligence Ux Designer and Wordpress

January 2023 — January 2024

- Especially for creating websites for local businesses such as restaurants, CNC machine products, and more.

Universidad Xochicalco – Ux Designer

January 2024 — Today

- Design visually appealing and cohesive interfaces that reflect the university's identity, working on its internal systems, mobile applications, and university websites.

Education

Communications

Universidad Autonoma de Baja California
Coursera Google Ux Certificate
Fundamentals of Business Analysis Starweaver

Skills

Human Centered Design
Prototyping
Visual Design
Product Strategy
UX Testing and Research
Design Leadership

Tools

Figma / Proto.io
Jira / Asana
Slack / Teams
Miro / PowerBI
Illustrator / Adobe Creative Suite
Photoshop / Adobe Creative Suite
HTML / CSS
Javascript / React
GSuite / Microsoft Suite

Languages

Spanish – Native
English – Conversational

Contact

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