Arturo Jara

UX Designer | UI Designer | UX Research

Summary

Experienced UX Designer with over 4 years of expertise in crafting user-centered experiences, particularly within the fintech industry. Skilled in user research, prototyping, and interaction design. Recognized for leading end-to-end UX design processes effectively.

Experience

Rivka Development, Hermosillo, Sonora (Remote)

Jr Ux Designer — Front End   12/21 — 9/22

- Create wireframes, prototypes, and user flows that optimize interaction and user satisfaction.

- 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, Guadalajara, Jalisco (Remote)

Jr Ux Designer   12/22 — 6/23

- As a Jr UX/UI Designer, I lead end-to-end design processes, from research to execution, leveraging Design Thinking and Agile methodologies to deliver holistic solutions. I conduct competitive analysis, develop user personas, and perform qualitative & quantitative research to ground decisions in data. By mapping journey maps and affinity maps, I synthesize insights and visualize user experiences. I design interactive wireframes and scalable design systems using Figma, ensuring consistency and efficiency. My work prioritizes features through user stories, balancing user needs with business objectives for impactful, seamless outcomes.

BCB Marketing Intelligence, Ensenada, Baja California

Web Designer   1/23 — 12/23

- 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.

Universidad Xochicalco, Ensenada, Baja California

Web Designer / Ux Designer   1/24 — Today

- I lead end-to-end digital design for systems and websites, aligning with the university's branding.
- Using Design Thinking and Agile methodologies, I craft solutions through competitive analysis, user personas, and qualitative/quantitative research.

- I design wireframes, journey maps, and scalable design systems in Figma, then build functional sites with WordPress, HTML, CSS, and JavaScript. My focus: intuitive interfaces and seamless experiences that reflect institutional identity while prioritizing accessibility and user needs.

Contact

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Education

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

Skills

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

Tools

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

Languages

Spanish – Native
English – Conversational