

# 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