

Deider Yofret Ruiz Acosta

UX/UI Designer

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Professional Profile

UX/UI Designer specialized in web interfaces, creating wireframes and interactive prototypes for digital products. I contribute to projects by defining user flows, visual hierarchies, and mockups to validate solutions before development, prioritizing clarity and usability. I apply a user-centered design approach through research, interviews, and user story definition to deliver digital experiences aligned with business goals.

Professional Experience

UX/UI Designer • Independent Web Application Project

January 2024 – May 2025

Development of a web application for room booking and hotel service management.

- Defined typography and color palette following WCAG accessibility standards, achieving optimal contrast and high readability aligned with the business identity.
- Designed the interactive prototype in Figma, defining navigation flows and visual hierarchies that facilitated frontend implementation and accelerated product delivery.
- Contributed to frontend implementation to ensure accurate translation of design into the final interface, maintaining usability and visual consistency.

UX/UI Designer • Corporación Universitaria Antonio José de Sucre

September 2023 – September 2024

Development of a web application with AI for emotional well-being management in university students.

- Conducted interviews with potential users and collaborated with stakeholders to write user stories, enabling the prioritization of key features and alignment of the roadmap with project needs.
- Defined the color palette using color psychology principles and institutional branding, ensuring visual consistency with the university's identity, values, and the product's communication intent.
- Designed an interactive prototype in Figma with a minimalist structure and clear visual hierarchies, improving flow comprehension and reducing navigation friction.
- Implemented the proposed frontend design, ensuring responsive behavior and validating usability through user surveys, achieving an average rating of 4.6/5 on a Likert scale.

Education

Bachelor's Degree in Systems Engineering • Corporación Universitaria Antonio José De Sucre • Sincelejo, Colombia • 2025

Skills

Figma • User-Centered Design (UCD) • Lean UX • Design Thinking • Atomic Design • Responsive Design • Web Accessibility (WCAG) • HTML • CSS • Tailwind CSS • Bootstrap • JavaScript • TypeScript • Vue.js • Angular

Languages

Spanish: Native | English: Intermediate (B2)