Deider Yofret Ruiz Acosta

UX/UI Designer

Contact

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Professional Profile

UX/UI Designer specialized in websites, with a strong foundation in web development. I structure wireframes and interactive prototypes in Figma, applying user-centered design principles and WCAG accessibility standards. I have led the interface design of web applications, including an AI-powered platform for student emotional management. Known for my analytical mindset, active listening, and effective communication with development teams, I facilitate the precise implementation of design solutions.

Professional Experience

Full Stack Developer • Freelance Project (RS Lodgings)

January 2024 – May 2025

Web Application Prototype for Room Booking and Hotel Management

- Defined typography and color palette based on WCAG accessibility standards, achieving a UI with optimal contrast and enhanced readability that conveyed hospitality and luxury aligned with the brand identity.
- Designed the interactive prototype in Figma, establishing navigation flows and visual hierarchies that streamlined frontend implementation and accelerated product delivery.
- Developed an interactive interface using Vue.js and Tailwind CSS, integrating reusable and dynamic components that improved usability and flow, ensuring a user experience consistent with the proposed design.

Full Stack Developer • Semillero de Investigación MIT – Corporación Universitaria Antonio José de Sucre

September 2023 – September 2024

Web Application with Artificial Intelligence for Emotional Management in University Students

- Conducted interviews with potential users and drafted user stories alongside stakeholders, enabling prioritization of key features and alignment of the roadmap with project needs.
- Defined the color palette using color psychology and institutional branding, ensuring the UI conveyed peace, stability, and serenity while remaining consistent with the university's image and values.
- Designed an interactive prototype in Figma based on minimalist design principles, featuring few interactive elements and a clean layout that avoided visual overload, promoting calm, order, and stability across views.
- Developed a responsive interface using Vue.js and Tailwind CSS, achieving an average usability rating of 4.6/5 in user surveys (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)