{...} GUILLERMO URIEL CRUZ FUENTE
Frontend Developer & UX/UI Designer

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Detail-oriented developer with more than **3 years of experience** implementing enterprise solutions. Always trying to apply the **best practices**, using **modern tools** that optimize my workflow and help me develop **beautiful** and **functional** websites.

EXPERIENCE

harBest
https://harbest.mx

Frontend Developer & UX/UI Designer [2019-2022]

Design a proposal that enhances the main characteristics of the brand. A **fast** and **minimalistic** website with the most basic tech stack: **HTML5**, **SCSS**, and **JavaScript**. It has suffered a lot of changes throughout time, thanks to the CEO´s **feedback** and a continuous catalog expansion. Due to this, client **conversion** reached its **highest** point in 4 years.

Intelligentia
https://intelligentia.onrender.com

Frontend Developer & UX/UI Designer [2020-2022]

Landing page design and development. The key action to obtain the **first** significant number of **clients**. Various responsibilities include audiovisual editor, brand logo animator, and Android developer. **Creation** of an app that helps the team to do surveys in difficult-access communities. **Optimizing** the data gathering by centralizing the process to subsequently analyze it.

CampoFuerte
https://campofuerte.onrender.com

Frontend Developer & UX/UI Designer [2021-2022]

Assist this Enterprise by creating a completely **brand-new** website. The previous one was made with WordPress; slow loading speed and a boring template were the main **problems to solve**. More than **200% improvement** in its loading time by just using HTML5, SCSS, and TypeScript. Also, all grammatical and spelling **errors were removed**, contributing even more to its professionalism and reliability.

SKILLS

Development

- Experience with CSS3, SCSS, HTML5, JavaScript, TypeScript, and ReactJS (TSX) with functional components.
- Responsive design, flex and grid layouts, CSS animations with keyframes and transition properties, advanced selectors, CSS-in-JS libraries like Emotion, etc.
- Vite as main bundler.
- npm dependencies.
- Rest API requests handling.
- Git and GitHub workflow.

UX/UI Design

- UI design with Adobe XD and Figma
- Adobe Photoshop and Illustrator to edit, improve and export assets.
- Logo animation in Adobe After Effects and Lottie JSON export.
- Video editing with Premiere Pro and After Effects.

Languages

- English - **Level B2**
- Spanish - **Native**

EDUCATION

Autonomous University Chapingo [2014 - 2020]
Mechatronics Engineering (not concluded)

Desertion was caused by economic problems, mainly. Although, some achievements are worth mentioning, such as:

- MetQ, desktop application to calculate the potential evapotranspiration in open field crops and soil granulometry, developed in C#.
- MatLab GUI to simulate and calculate forces in static structures.