

Daniel Torres Estrada

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Professional Summary

Innovative Web Designer with over 4 years of experience specializing in creating visually appealing and user-centric web designs. Expertise in using Adobe XD, Figma, and front-end technologies like HTML5 and CSS3 to develop interactive and responsive designs. Committed to leveraging visual design skills to produce websites that offer seamless user experiences and drive business goals.

Professional Experience

Web Designer

Digital Designs Agency, Guadalajara
August 2018 - Present

Designed and launched over 30 websites for a variety of clients, focusing on aesthetics, functionality, and user experience.

Utilized Figma and Adobe XD to create prototypes and high-fidelity mockups that improved client approval rates by 40%.

Worked closely with developers to implement designs into functional websites using HTML, CSS, and basic JavaScript.

Junior Web Designer

Startup Web Studio, Guadalajara
July 2016 - July 2018

Assisted in the design and maintenance of websites, ensuring they were visually appealing and easy to navigate.

Increased website responsiveness for mobile devices by implementing flexible layouts and media queries.

Helped optimize website graphics and layouts for faster loading and better performance on search engines.

Education

Bachelor of Fine Arts in Visual Communication
University of Guadalajara
2012 - 2016

Certifications

UI/UX Design Specialization by Coursera

Figma Essentials Certified

Technical Skills

Advanced proficiency in design software including Adobe Creative Suite, Figma, and Adobe XD

Strong skills in HTML5, CSS3, and basic JavaScript for web development

Experienced in responsive web design and mobile-first approaches

Familiar with usability testing and user research to inform design decisions

Working knowledge of SEO principles and web performance optimization

Languages

Spanish (Native)

English (Fluent)