

Alan Orlando Valdez Alcalá

UX/UI Designer / Front End

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Professional Profile

UX Designer and Front-End Developer with solid experience creating user-centered designs and high-fidelity interactive prototypes. Skilled in building dashboards, websites, and mobile apps, translating functional requirements into clear and consistent user flows. Proficient in Figma and adaptable to new platforms like Lovable. Collaborates closely with development teams to ensure technical feasibility, visual consistency, and seamless user experiences. Passionate about bridging design and code to deliver intuitive, engaging digital products.

Experience

UX/UI Designer / Front End, Nubir Diseño Digital, Guadalajara, Jalisco September 2023 – Present

- Implemented web interfaces using HTML, CSS, SCSS, and JavaScript.
- Developed dynamic, reusable components with a mobile-first approach.
- Applied accessibility best practices and conducted testing across devices and browsers.
- Built a responsive website with optimized front-end architecture, improving performance and user experience.

Designer, MMAJ Cocinas, Guadalajara, Jalisco May 2021 – September 2023

- Designed corporate print materials to support marketing and sales initiatives.
- Created high-quality 3D renders of kitchen designs for client presentations.
- Ensured visual consistency with brand identity across all materials.

Education

Universidad Tecnológica de México, Diseño, Animación y Arte Digital May 2020 – September 2024

- **Core knowledge:** User-centered design, usability principles, and digital experience.
- **Tools:** Adobe Photoshop, Illustrator, After Effects, Figma.
- **Academic projects:** Developed interfaces and prototypes as part of practical coursework (not published).

Certifications

Google UX Design Certificate, Coursera / Google December 2024 – May 2025

- Completed 7 courses covering UX fundamentals, user research, prototyping, user-centered design, and tools like Figma.
- Gained practical skills in wireframing, user flow creation, usability testing, and responsive design.
- Trained in applying the complete UX design process—from user empathy to final product delivery—using agile methodologies and prototyping with Figma.

Projects

Nubitrack — GPS Tracking Platform nubitrack.com

- Designed the interface for a GPS tracking platform, improving user experience and reducing navigation time by 25%.
- Implemented a mobile-optimized interface that increased usability by 30%.
- Created landing pages that boosted visitor-to-user conversion rates by 18%.

Terravento — Terrace Rental Platform terravento.com.mx

- Led the design and development of the platform's user interface, contributing to 2,600 users in just 6 months without paid advertising.
- Implemented a user-centered design strategy that increased visitor-to-registered-user conversion rates by 200%.

- Collaborated with the marketing team to adjust platform features based on user feedback, raising user satisfaction by 80%.

Skills

Soft Skills: Effective communication, teamwork, critical thinking, problem-solving, adaptability, time management, and attention to detail.

Technical Skills (Hard Skills):

- **Front-End:** HTML5, CSS3, SCSS, JavaScript, Bootstrap, Vue, React, SEO
- **UI/UX Design:** Figma, Illustrator, Photoshop, Wireframing, Prototyping, UX Research
- **Methodologies:** Agile (Scrum, Kanban)
- **Collaboration Tools:** Git, Jira, Trello
- **Advanced Prototyping:** High proficiency in Figma, quick adaptation to Lovable or similar tools
- **Languages:** Native Spanish, Intermediate technical English (documentation, reading, and team communication)