

Axel Arrieta

UI/UX Designer

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Designer and Developer, focusing on building websites and creating brands for small and large companies. I am always seeking new opportunities and challenges to further my career as a professional. I am known for being a creative individual and for establishing good communication with my clients or project managers. Furthermore, I am committed to personal growth and continuously advancing my skills.

EXPERIENCE

FREELANCE GRAPHIC DESIGNER October, 2021 - Current.

I specialize in creating graphic elements such as logos, various social media posts, and branding for individuals and companies of all kinds. With my expertise, I strive to deliver visually appealing and impactful designs that effectively represent the essence and values of the brands I work with. Whether it's crafting a unique logo or designing engaging social media content, I am dedicated to producing high-quality visuals that help businesses stand out in the digital landscape.

FREELANCE SOCIAL MEDIA VIDEO EDITOR October, 2022 - Current.

I have created videos for local businesses, with a focus on product demonstrations and showcasing the establishment's facilities to promote their company or product. By producing compelling videos, I aim to capture the essence of the business, highlight its offerings, and engage the target audience effectively. Whether it's showcasing the features of a product or creating a virtual tour of the premises, my goal is to create visually appealing and informative videos that drive customer engagement and generate interest in the business or product being promoted.

FREELANCE UI/UX DESIGNER January, 2022 - Current.

I design interfaces for websites of various companies and personal brands, helping them enhance their online presence significantly. By creating visually appealing and user-friendly interfaces, I strive to deliver seamless user experiences that captivate visitors and encourage them to engage with the website's content. Whether it's crafting intuitive navigation, selecting appealing color schemes, or optimizing layout and typography, my aim is to create interfaces that not only look aesthetically pleasing but also effectively communicate the brand's message and value proposition. With my expertise in web design, I help businesses and personal brands establish a strong online presence and leave a lasting impression on their target audience.

CONVFACT UI/UX DESIGNER April, 2022 - Junio 2023.

I was part of the Convfact team, where we developed a financial application that offers convenient bill payment solutions. As a UI/UX designer, I played a key role in shaping the design of both the web app and the website. Collaborating closely with the development team, I focused on creating intuitive user interfaces that prioritize usability and an exceptional user experience. By leveraging my skills in UI/UX design, I contributed to the overall success of the project, ensuring that the application and website were visually appealing, easy to navigate, and aligned with the brand's identity.

SKILLS:

Video: CAPCUT
Design: Adobe Illustrator, Adobe Photoshop
Programming: HTML, CSS.
Programming: BootStrap
Languages: English Intermediate - Spanish Native

EDUCATION AND CERTIFICATIONS:

HIGH SCHOOL – Unidad Educativa Instituto “Nueva Segovia” – Barquisimeto, Venezuela.
DEGREE SOFTWARE ENGINEERING (current) – UCLA – Barquisimeto, Venezuela.
Creating User Interfaces FIGMA – Design Course
Adobe Illustrator Course – Domestika
HTML and CSS – Soy Dalto.
Responsive Web Design – FreeCodeCamp