

Antonio Ruiz

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[portfolio](#)

[github](#)

Frontend Developer with a strong foundation in UI/UX design, specializing in human-centered and modular design systems. Collaborative and detail-oriented, with a keen eye for aesthetics and expertise in parametric and responsive designs.

Experience

React Developer @ [GetInTheLoop](#) (Kelowna, Canada)

2024/present

- Maintained and developed new dashboard features for three different web-apps focused on social media business management, marketing services, and advertising campaigns (React, react-router, ChakraUI)
 - Developed over 50+ template implementation files for the recently-launched [Social AI](#) service, which allows users to automatically generate social media content using dynamic post and story design templates
- react, node, figma, docker, chakra ui, react router, abyssale, yarn, iterative design, ucd framework

Front-End Designer @ [Draftbit](#) (Chicago, US)

2024-2025

- Recreated the entire [App Builder Tool](#) as dynamic, high-fidelity Figma Prototypes for testing and development
 - Designed and curated a Theme Gallery with 15+ professionally crafted themes and brand styles for an app-building tool, enabling users to quickly apply cohesive designs to their Draftbit projects
 - Implemented a new App Cost Calculator Tool using Figma, React, and Typescript
- html, css, javascript, reactjs, remix, tailwind, typescript, figma, git, nodejs

Frontend Developer & UI/UX Designer @ [Freelance - Upwork](#)

2024/present

- Redesigned websites and web-apps for 20+ clients in the past year, developing unique design systems, dynamic prototypes, [hero-section artwork](#), and conducting UX research to enhance usability and user experience
 - Developed a brand-new Dashboard using Shadcn and SvelteKit, as well as a [checkout system](#) for a US based moving company (React, Supabase, and Stripe integrations) allowing users to purchase and track their orders
 - Maintained Top Rated Plus status on Upwork, earning \$60K+ with a 100% Job Success Score through high-quality UI/UX and frontend development projects
- svelte, react, css, stripe, supabase, dashboard, checkout, flowbite, photoshop, figma, mockups, prototyping

Frontend Developer & Web Designer @ Totaldevs (CDMX, Mexico)

2021-2023

- Advised startups on optimizing landing page performance by leveraging AIDA methodology and refining conversion funnels to improve key metrics such as page visits, CVRs, CTRs, and DTRs.
 - Conducted comprehensive UX research to pinpoint business pain points and growth opportunities, translating insights into strategic UI designs that improved usability and engagement.
- html, css, javascript, sass, photoshop, indesign, illustrator, figma, git

Projects

Web Design Portfolio @ [Dribbble](#)

- Personal collection of custom UI designs and illustrations done over the past five years
- figma, html, css, js, codesandbox, wireframes, user flows, responsiveness, ui/ux, illustrations

Landing Page Revamp for an Apple-Authorized Reseller @ [mobileKangaroo](#)

- Redesigned the main website for a highly successful, Apple Authorized electronic device repairs company with over 30 stores in the US
- wireframes, mockups, artwork, prototypes, figma, reactjs, svg animations, css, illustrations, nextjs

Brand Style & Design System Creation for E-Commerce Site @ [BB4MD](#)

- Created a token-based design system in Figma which was later translated into the new e-commerce website designs
 - Designed the new landing page and website artwork following the UCD Framework with mockups and medium fidelity Figma prototypes
- ucd framework, user centered design, artwork, prototypes, figma, wix, illustrations, ecommerce, design system, tokenization, tokens

Education

Bachelor of Arts in Architecture, summa cum laude ([UNAM](#))