Antonio Ruiz

UX Engineer

📍 Mexico City, Mexico ✉ toti.webdev@gmail.com 📞 55 2541 6448 🔗 www.devtoti.com in devtoti ○ devtoti

About

UX Engineer with 4+ years of experience designing and coding human-centered websites and web apps. I combine UX research, prototyping, and frontend engineering to create accessible, scalable, and conversion-focused digital products. Skilled in building and maintaining design systems, tokens, and component libraries. Experienced collaborating across design, product, and engineering teams to translate complex requirements into intuitive, high-performance user interfaces.

Experience

Get In The Loop, Mid-Frontend Developer — **Kelowna, Canada** · 2024 – 2025 · 1 year
- Designed and polished the existing Admin and Business Dashboards, improving user experience and accessibility based on WCAG 2.1
- Mentored designers during design system and template creation, increasing productivity 1.5x and reducing design time by 1 hour per template
- Design and code 100+ social media templates for the new Social AI platform, achieving a (CRR) of 90% and improving campaigns consistency
- Conducted user testing and UI audits to improve engagement and consistency across templates and brand styles

Draftbit, Mid-Frontend Designer — **Chicago, USA** · 2024 – 2025 · 1 year
- Translated the entire No-Code, Low-Code App Building Tool UI in over 80 dynamic, responsive, high-fidelity Figma prototypes
- Designed and curated a Theme Gallery of 15+ brand styles and component systems, enabling faster app creation for 1000+ users
- Prototyped an App Cost & Time Estimator Tool, improving lead-to-client conversion rates by 18%
- Collaborated with developers to align design tokens and UI components for implementation within Draftbit's Design System (DDS)

Totaldevs, Web Designer & Jr. Frontend Developer — **Mexico City, Mexico** · 2021 – 2023 · 2 years
- Performed UX research and A/B testing on marketing websites to improve KPIs such as CVR, CTR, and DTR
- Designed and implemented responsive interfaces aligned with each brand's identity across WordPress, Wix, Webflow, and GoDaddy
- Created brand-aligned logos, icons, digital illustrations, and UI components, ensuring visual coherence across websites and social media accounts

Projects

ArchUI Design System v1.1.0 — December 2025
- Designed and coded a modular, shape-shifting design system using Figma, React, TypeScript, and Tailwind CSS
- Created the documentation website using Storybook and Chromatic
- Created a Figma UI Kit Library of reusable components consisting in 200+ design tokens
- Published the beta version on GitHub and npm

mobileKangaroo – **Website Revamp for Apple-Authorized Reseller** — August 2024
- Conducted UX research and redesigned brand visuals and site architecture for an electronic devices repair company with 30+ US stores, improving navigation and customer conversion

365JunkHaul – **Landing Page, Order Checkout & Admin Dashboard** — July 2024
- Designed and developed the full product experience with Next.js, SvelteKit, Supabase, and Stripe
- Created multi-role dashboards (admin, workers, customers) with Magic Link authentication, optimizing usability and workflow efficiency

Skills

Frontend: Next.js, SvelteKit, React, TypeScript, CSS3, SCSS, Tailwind, Chakra UI, Shadcn, MUI, Radix UI, Node.js, Astro, REST APIs

Design: Figma, Storybook, Chromatic, Adobe Suite, Affinity, Wireframing, Prototyping, Design Systems, Design Tokens, Variables

Other: Responsive Design, UX Writing, Cross-Browser Compatibility, WCAG 2.1, A11y, Motion (GSAP), CAD & 3D Visualization

Languages: Spanish (Native), English (C1), French (Intermediate)

Education

BA **Universidad Nacional Autónoma de México**, Architecture — **Mexico City, Mexico**
- GPA 3.99/4.00
- Summa cum laude