Antonio Ruiz

contact   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](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)