Antonio Ruiz

Frontend Developer; UI/UX Engineer • Mexico City, Mexico • toti.webdev@gmail.com • +52 5525416448 • portfolio

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Frontend Developer with a strong background in UI/UX design and over 4 years of experience in web app development. Specialized at transforming concepts into functional solutions through UX research, interface design, and frontend development. Experienced in creating brand-aligned interfaces, optimizing user flows, and building conversion-focused websites and applications. Skilled at collaborating with cross-functional teams to align business, design, and technical goals. Passionate about parametric and user-centered-design frameworks.

WORK EXPERIENCE

Get In The Loop   Kelowna, Canada
Mid-Frontend Developer   2024/present

• Develop web app dashboard UI for tracking KPIs for social media content: engagement, reach, churn & conversions rates, CTR, ROI, CPR
• Design and code WCAG 2.1 and a11y-compliant interfaces with Figma/ChakraUI, increasing dashboard compliance and usability to 91%
• Mentor product designers during template creation, increasing productivity by 1.5x and reducing production 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
• Create and perform unit tests on reusable templates and helper functions using Mocha + Chai, ensuring code reliability across shared repos
• Generate dynamic and responsive social media post and story templates using Abyssale REST API, reducing manual design time by 66%
• Improve brand style guides for social media template generation: Professional, Minimalist, Bold & Vibrant, Warm & Inviting

Draftbit   Chicago, USA
Mid-Frontend Designer   2024-2025

• Wireframed and designed 20+ dynamic prototypes for the main No-Code, Low-Code App Building Tool used by 1000+ active users
• Designed and curated a Theme Gallery with 15+ professionally crafted themes and brand styles for an app-building tool in Figma
• Designed a new Draftbit Sales Pitch Deck, reducing interview times by 40% and boosting the Experts Service hiring rate by 7%
• Prototyped a highly interactive App Cost & Time Calculator for MVPs, improving lead-to-client conversion rate by 18%

Totaldevs   Mexico City, Mexico
Web Designer & Jr. Frontend Developer   2021-2023

• Designed and performed A/B testing on marketing-focused websites to optimize KPIs such as page visits, CVRs, CTRs, and DTRs
• Built brand-aligned UI components, logos, icons, and custom illustrations for new websites and social media profiles
• Designed and hosted new websites using Wordpress, Wix, GoDaddy.

PROJECTS

Landing Page & Order Checkout & Dashboard for USA Moving Service Company @ 365JunkHaul   2024

• Supabase and Stripe integrations. Role-based dashboard for admins/workers/customers with Magic Link sign-in (NextJS & SvelteKit)

Website Revamp for an Apple-Authorized Reseller Device Repair Shop @ mobileKangaroo   2023

• Brand redesign and website development for an Apple Authorized Reseller electronic device repairs company with 30+ stores in the USA

Web Design Portfolio @ Dribbble   2022-now

• A collection of Landing Pages, Mobile App Screens, UI components, logo designs, drawings, and illustrations focused on web development

SKILLS & TECHNOLOGIES

Nextjs / SvelteKit / Typescript / Tailwind / React / CI-CD / Docker / REST APIs / nodejs / Astro / Figma / Adobe Suite / Affinity / Bootstrap / ChakraUI / shadcn / Radix UI / MUI / Design System / Design Tokens / Variables / Accessibility / Responsiveness / Pixel-perfect / Redux +Zustand / Cross-Browser Compatibility / GSAP /3D Modeling / CAD / Sketchup / Image Rendering / SP, EN, FR

EDUCATION

Bachelors of Arts in Architecture (summa cum laude) – Universidad Nacional Autónoma de México