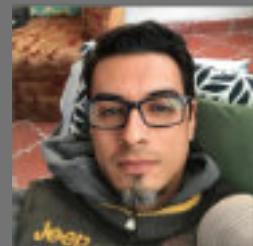# Xicoténcatl Trujano

Web Designer | UX/UI | Frontend

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📍 Texcoco, México.
🔗 https://www.corazoncitotirano.com/

Summary

Multidisciplinary UX/UI Designer and Frontend Developer with 20+ years of experience crafting user-centric digital products across web, mobile, and interactive platforms. Expert in HTML, CSS, JavaScript, and React, with a keen eye for responsive design, accessibility standards, and localization strategies. Proven ability to bridge creative direction with technical execution—delivering branded, scalable solutions that elevate user experience. Whether prototyping interfaces or leading cross-functional teams, I bring precision, empathy, and strategic insight to every project.

Experience

Founder & Frontend Visionary — Corazoncito Tirano (2003–2013)

- Led the development of responsive web applications using HTML, CSS and JavaScript.
- Worked closely with Backend developers to integrate Frontend code with server-side logic.
- Conducted usability testing improving user experience by 80%.
- Collaborated with engineering, design, content and marketing teams to deliver high quality products on time and within budget.

Project Leader — Auditor Service by DLR Group (2013–2014)

- Led the development and maintenance of a customer experience and mystery shopping web application, overseeing collaboration with an overseas engineering team and providing technical support to internal business stakeholders.
- Designed and implemented the user interface for a new product, Feedback Point, with a strong focus on multi-device compatibility and consistent survey presentation across diverse environments.
- Migrated a large library of educational and analytical video content from a private hosting service to Vimeo Enterprise, achieving over 75% cost reduction while enhancing accessibility, branding, and collaboration capabilities.

UX Lead for Data-Driven Media Experiences — Social Decode by DLR Group (2014–2016)

- Ensured brand consistency across all products and client-facing deliverables, with a strong emphasis on clarity and the strategic value of the information delivered.
- Collaborated with the development team to deliver custom dashboards featuring tailored data analysis solutions for clients in government and media sectors, aligning insights with each industry's unique operational goals.
- Led UX/UI efforts for a mobile second-screen app, applying user-centered design principles to enhance TV viewing with real-time memes, show data, and interactive content tailored to audience preferences.

Multidisciplinary Entrepreneur & Consultant — Independent (2016–Present)

- Acquired and rebranded an old coffee shop, redesigning the customer experience to evoke nostalgic flavors and ambiance reminiscent of traditional home made cuisine, resulting in a 300% increase in sales.
- Managed real estate operations, including administration and legal services, ensuring land plots remained maintained and service payments were up to date, while actively identifying and engaging potential buyers.
- Provided IT consulting to local businesses, guiding strategic use of internet tools and social media platforms to boost online visibility and customer engagement.

Core Technologies

UI Development – UX/UI – Wireframing – Prototyping – Usability Testing – User-centered design – HTML – CSS – Javascript – Responsive Web Design – Flexbox – Adobe – Affinity – Visual Studio Code

Additional Tech Stack

React – Node.js – Curl – Git – Windows – Linux – MacOS – npm – Apache – MySQL – MailChimp – Deepseek – Grok

Interpersonal Skills

Self Motivated – Teamwork – Creativity – Adaptability – Problem solving – Patience – Initiative – Responsiveness – Empathy – Stress management – Client relation

Certificates/Courses

Codecademy, professional certification: Frontend Engineering - Focused on HTML, CSS, Js, React, Redux, Data Structures and Algorithms

UIE with Jared Spool: User Interface Engineering - Emphasis on research-driven design

Languages

Spanish: Native or Bilingual
English: C1 Advanced.
French: B2 Upper-Intermediate

Education

Universidad Intercontinental
Bachelor of Laws (LLB), Law
2019–2023

Universidad Autonoma Metropolitana
Bachelor of Arts (BA), Visual Design
1994–1998