Fernando Falcón

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UX/UI Designer + Web Developer

Creative Web Developer and Graphic Designer with over 15 years of experience in user interface design, web development, and graphic design. Proven expertise crafting user-friendly interfaces and developing responsive website designs.

Work experience

Freelance

UI/UX Designer . Frontend developer

July 2024 - Present . Montevideo, Uruguay

Freelance UX/UI design and web development. Provide custom design solutions for businesses, including website design, pixel perfect implementation, and branding.

- Delivered custom web design solutions and MVPs for various clients, managing projects from concept through completion.

JavaScript . Node.js . React . Fastify . Gemini . Figma . CSS . HTML . Design System . Accessibility . Usability

AgileCommerce

UI/UX Designer . Frontend developer . Technical Leader

March 2016 - July 2024 . Montevideo, Uruguay

AgileWorks provides e-commerce solutions using nopCommerce. The company specializes in frontend design, payment methods integration, price and stock synchronization, and digital ad campaigns.

- Developed and maintained scalable and efficient CSS architecture, ensuring responsiveness and consistent styling across all web platforms.

- Developed and implemented UX-UI designs for e-commerce solutions, enhancing user experience and engagement.

- Worked closely with cross-functional teams, including developers and project managers, to integrate design solutions with backend technologies, ensuring cohesive and functional products.

Web performance . Accessibility . Usability . Figma . Design System . HTML . CSS . JavaScript . Node.js . React . Photoshop . Illustrator

WinTrillions/Trillonario

UI Designer . Web/Graphic Designer

March 2013 - February 2016 . Montevideo, Uruguay

WinTrillions is a global online lottery and gaming company. The company provides a platform for users to participate in international lottery games, ensuring seamless participation in lotteries from around the world.

- Designed engaging and visually appealing landing pages and email marketing campaigns that significantly increased customer engagement.

- Created comprehensive social media graphics and web ad banners to boost brand visibility and online presence.

- Developed brochures and advertising materials for print and digital media, tailoring designs to market needs and brand guidelines.

Photoshop . Illustrator . Design System . HTML . CSS

INES CRM

UI/UX Designer . Frontend developer . Graphic Designer

December 2011 - February 2013 . Lyon, France

INES CRM is a company that specializes in customer relationship management solutions. The company provides a comprehensive platform designed to help businesses manage their customer interactions, sales processes, and marketing campaigns.

- Designed and optimized user interfaces for web applications, improving usability and user satisfaction.

- Created effective CSS frameworks to streamline and standardize web page production.

- Developed detailed landing pages, email designs, and social media graphics to support marketing strategies.

Accessibility . Usability . Photoshop . Illustrator . Design System . HTML . CSS . JavaScript

BIOS

Teacher

June 2009 - February 2013 . Montevideo, Uruguay

BIOS is an educational institution that offers a wide range of courses in information technology and digital design. The institution provides training in various software and tools, including Adobe Creative Suite, to help students develop their technical skills and advance their careers.

- Instructed courses in Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Dreamweaver, and Flash, enriching students' design skills and software proficiency.

Prometeo Design

Freelance Web/Graphic Designer

August 2007 - December 2013   .   Montevideo, Uruguay

Prometeo Design is a freelance web and graphic design service. The company provides custom design solutions for businesses, including website design, graphic design, and branding.

- Delivered custom web and graphic design solutions for various clients, managing projects from concept through completion.

Gproxy

Web Designer

January 2004 - April 2006   .   Miami, USA

Gproxy is a technology company that specializes in e-commerce solutions using the NetSuite platform. The company provides comprehensive services to help businesses optimize their online operations, including web design, development, and integration with NetSuite's ERP and CRM systems.

- Developed and maintained websites, ensuring optimal functionality, user engagement, and modern aesthetic appeal.

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Foundations in Computer Science

Holberton School   .   2025

Technician in Web Design

Ort University   .   2009

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English   .   Fluent - **B2 Level**

Spanish   .   Native

Computer Languages

JavaScript . TypeScript . Python . HTML . CSS . JSON . SQL . Bash . C . MarkDown

Tools

Figma . Visual Studio Code . Git . GitHub . GitHub Copilot . OpenAI Codex . Gemini API . Node.js . Astro . Vite . Fastify . React . Angular . GSAP . Sass / Less . Express . Prisma ORM . WordPress . Joomla . nopCommerce . ClickUp . Asana . Jira . Bitbucket . Docker

Certifications

- Interactive Web Animation [JavaScript SVG CSS & HTML]
  Udemy | 2023 | https://tinyurl.com/pcsvaa8r

- Creative Web Animation with GSAP 3 [JavaScript SVG CSS]
  Udemy | 2022 | https://tinyurl.com/y8fw7w3h

- JavaScript Animations with GreenSock (GSAP)
  Udemy | 2022 | https://tinyurl.com/5a4buczx

- Learn SVG Animation - With HTML, CSS & JavaScript
  Udemy | 2022 | https://tinyurl.com/464ehzhb

- SVG & CSS Animation - Using HTML & CSS
  Udemy | 2022 | https://tinyurl.com/5ey3kzm5

- Animating with the JavaScript Web Animations API
  Udemy | 2022 | https://tinyurl.com/3n47dwt6

- Learning LESS
  Udemy | 2022 | https://tinyurl.com/3pxmw5uk

- Become a WordPress Developer: Unlocking Power With Code
  Udemy | 2022 | https://tinyurl.com/jfj33prx

- Master JavaScript Animations with Greensock
  Udemy | 2021 | https://tinyurl.com/4ssvc2ay

- Web APIs JavaScript Fetch getting JSON data Fun with APIs
  Udemy | 2021 | https://tinyurl.com/yerja5fb

- Lean y Kanban en acción
  Kleer. Agile Coaching, Consulting & Training | 2017 | https://tinyurl.com/2s42zu92