Jéssica Lara

FRONT-END DEVELOPER | UI DESIGNER

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PROFESSIONAL SUMMARY

Front-End Developer with a strong background in UI Design, specialized in building modern, responsive, and user-centered digital interfaces. Skilled in HTML5, CSS3, JavaScript, and tools like Figma, Bootstrap, and Sass. Since 2023, has been actively contributing to projects that combine design and development, with a focus on performance, accessibility (WCAG) and UI/UX best practices. Proactive and collaborative professional, driven by delivering visual solutions that are both functional and appealing.

TECHNICAL SKILLS

- **Languages & Tools**: HTML5, CSS3, JavaScript, jQuery, Sass, Git,.
- **Frameworks & Design:** Bootstrap, Figma (UI Design & Prototyping), Design Systems, Responsive Web.
- **Best Practices**: Web Accessibility (WCAG), Basic SEO, Mobile First, Code Refactoring.
- **Project Experience**: Landing Pages, Dashboards, Interactive Prototypes, UI Testing

PROFESSIONAL EXPERIENCE

Front-End Developer & UI Designer | Jan 2023 – Present
Front-End Developer

- Developed responsive (mobile-first) web applications focused on usability
- Designed interfaces in Figma and translated them seamlessly into code
- Built reusable components within a scalable design system
- Refactored code to improve performance and accessibility (WCAG standards)
- Worked in agile sprints with designers and product teams

LuckBet – Set 2024 – Mar 2025
Web Designer (Landing Pages & WordPress)

- Creation and maintenance of landing pages focused on lead capture and performance.
- Dynamic development of pages using WordPress, with customization of themes and visual components.
- Application of UX/UI design practices to improve conversion rates and engagement.
- Integration with digital marketing tools and optimizations for mobile devices.
- Collaboration with marketing and technology teams in an agile environment.

EDUCATION

Universidade de Cuiabá (UNIC)
Fashion Design – 2011 a 2013

COURSES & CERTIFICATIONS

- PRO FIGMA | UI Design from Beginner to Expert – 2025
- UI Design – User Interface Design – 2025
- UI/UX for Beginners – 2024
- Complete Web Development Bootcamp (Udemy) – 2022
- Front-End Development Libraries (FreeCodeCamp) – 2024
- JavaScript Algorithms and Data Structures (FreeCodeCamp) – 2024
- Responsive Web Design (FreeCodeCamp) – 2024

LANGUAGES

English: Intermediate (technical reading and writing)
Portuguese: Native

SOFT SKILLS

- Clear communication with stakeholders and cross-functional teams
- Critical eye for design and usability (UX/UI)
- Quick adaptability to new tools and agile methodologies
- Focus on performance, accessibility, and scalability