

Mateo Salazar

Front end developer | UX/UI Designer

I'm an Interactive Media Designer specialized in frontend development, with more than 3 years of experience. I have worked creating and designing UX/UI experiences, including prototyping apps and websites, as well as programming them to offer functional and intuitive solutions.

WORK EXPERIENCE

Founder & App Developer Jan 2025 - Present
TopRep | Fitness App. Quito, Ecuador Personal proyect

- Developing a **CrossFit performance-tracking app** that helps athletes set and achieve SMART goals, improving motivation, discipline, and overall performance.
- Led **user research and usability testing** in collaboration with Taura Sangolquí CrossFit, iterating based on real athlete feedback.
- Building the app using **React Native, Expo, Firebase, and Rive**, ensuring cross-platform compatibility and seamless real-time data handling.
- Planning **long-term commercialization**, aiming to expand the app's services to other CrossFit gyms.

UX Designer & Web Support Specialist Jan 2020 - Present
TuVozTv | News Portal. Quito, Ecuador Remote

- Built and launched TuVozTv's news portal using **WordPress, HTML, and CSS**, ensuring full responsiveness and accessibility, which led to 15,000 unique visitors in the first month and an average session duration of approximately 3 minutes.
- Conducted user research and **A/B testing**, leading to a 12% improvement in user satisfaction scores and a more intuitive content structure.
- Integrated the Yoast SEO plugin into WordPress, enhancing content optimization and adherence to **SEO best practices**, thereby streamlining publishing workflows and improving search engine visibility.
- Manage ongoing website maintenance and UX optimizations, continuously improving site performance, ensuring accessibility compliance (**WCAG standards**), and implementing seamless **WordPress** updates to enhance stability and security.

UI Designer Jan 2024 - Jul 2024
Leads.ec | Sales Referral System. Quito, Ecuador Colaborative proyect

- Executed user research and applied **ideation and prototyping phases of the Design Thinking process** to develop wireframes and a high-fidelity UI for Leads.ec, optimizing usability and ensuring a seamless experience for potential business prospects.
- Developed high-fidelity **prototypes in Figma**, ensuring design consistency, which enabled faster decision-making, cutting feedback loops by 50%.
- Established functionality testing to **identify friction points**, refining interface elements to improve accessibility and enhance the overall user experience.

UX/UI Designer Aug 2023 - Jan 2024
IMPERFECT | E-Commerce App. Quito, Ecuador Colaborative proyect

- Designed and implemented over **20 UI components for key user flows** in IMPERFECT, including product listings, checkout, and user reviews, ensuring a seamless and responsive experience.
- Created interactive prototypes in **Figma**, streamlining the stakeholder approval process and resolving key friction points in navigation clarity, checkout usability, and mobile responsiveness.
- Integrated designed UI components into **Angular and Ionic**, optimizing performance and reducing loading times by 30% across all device types.
- Conducted **usability testing** and iterated on design solutions, enhancing accessibility and user engagement based on real user feedback.



CONTACT

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SKILLS

- Hard Skills:**
- HTML5, CSS, WordPress
 - JavaScript, TypeScript, C#
 - Angular, React Native
 - Wireframing
 - Usability Testing
 - Prototyping
 - User Testing
 - Interaction Design
 - User Research
 - Responsive Design
- Methods & Approaches:**
- Design Thinking
 - SEO Fundamentals
 - Agile Methodologies
 - User-Centric Approach
 - Component-Based Development
- Techniques:**
- A/B Testing
 - Heuristic Evaluation
 - Information Architecture
 - Brand Development
- Tools & Software:**
- Git
 - Figma
 - Adobe Illustrator
 - Adobe Photoshop
- Languages:**
- Spanish - Native
 - English - B2

EDUCATION

Universidad San Francisco de Quito
Bachelor's Degree:
Interactive Media Design
Ecuador, Quito
2020 -2025