

# Roberto Garcia

[robertserranogar@gmail.com](mailto:robertserranogar@gmail.com) | (915) 996 - 0387

**Portfolio:** <https://robertgarcia305.github.io/my-portfolio/ui-ux.html>

Results-driven **designer** with 4+ years of experience in e-commerce and web development, specializing in creating engaging, accessible, and data-driven user experiences. Skilled in UI/UX design, web optimization, and cross-functional collaboration.

## WORK EXPERIENCE

### **Starr Western Wear**

July 2021 - Present

Website Manager & UI/UX Designer

- Managed and optimized the user experience of Shopify storefronts with over 7,000 products, increasing sales by 169.81% in 2024.
- Enhanced store traffic to 1,192,012 sessions and improved average order value by 5.77% through UI/UX refinements.
- Edited and improved product imagery and interfaces using Photoshop and Photopea.
- Conducted ADA accessibility edits and assessments for inclusive design.
- Designed website mockups and new interface components using Figma, ensuring alignment with brand identity and best practices in UX/UI.
- Edit existing Shopify theme (HTML, CSS, JavaScript, Liquid).
- Used SEO principles to enhance product descriptions and boost search rankings.
- TikTok Shop and third party app integrations.
- Led and mentored a team of 2, ensuring seamless Shopify store operations.

### **Tempco Clothing**

July 2021 - Present

- Managed 100 active products and implemented UI/UX enhancements that boosted sales by 38.55% in 2024.

### **The Shoppes At Solana**

July 2023 - Present

- Conducted UX-focused theme edits (HTML, CSS, JavaScript, Liquid), growing traffic by 1,114,006 sessions since July 2023.

### **Belica Clothing - Own Brand**

July 2019 - October 2020

- Designed Shopify store layouts and improved product presentation with image and video editing.
- Developed engaging Facebook and Instagram ads tailored to user interests.
- Registered brand trademark with USPTO, demonstrating attention to detail and user trust.

## EDUCATION

### **Bachelor's degree in Marketing**

UANL (07/2015 - 12/2019).

## PROJECTS

Cash Tools - [cashtools.org](https://cashtools.org)

- Building a suite of interactive, accessible financial calculators. Focused on clean UI/UX, mobile-first design, and SEO to enhance user engagement.
- **Status:** In progress – actively adding features and refining design.

## SKILLS

**UX & UI Design:** Figma, Photoshop, ADA compliance, responsive design.

**Web Development:** HTML, CSS, JavaScript, Liquid, SQL.

**E-commerce & Content Management Systems CMS:** Shopify, SEMrush.

**SEO & Analytics:** Google Search Console, Google Merchant Center, Google Analytics, Hotjar, Ads (Facebook and Instagram).

**User Research:** User behavior tracking (Hotjar), conversion rate improvements, data-driven design.

**Languages:** English and Spanish.

## CERTIFICATES

**Microsoft Excel Course.**

**User Experience UX Course - Accenture.**