Moisés v.r. VISUAL UXUI DESIGNER

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ABOUT

UX/UI Designer with 7+ years of experience creating user-centered digital products across responsive web, mobile apps, and enterprise platforms. Skilled in Figma, design systems, usability testing, and Design Thinking to deliver intuitive and visually consistent solutions. Proven success in leading end-to-end design, improving product usability, and increasing design efficiency across cross-functional teams.

EXPERIENCE

DALTUM SYSTEM – VISUAL UX/UI DESIGNER
March 2022 – Present

- Designed scalable UI components and built design systems in Figma and Illustrator, reducing design-to-dev time by 30%.
- Conducted user research and usability tests (first-click, tree testing, card sorting) using Optimal Workshop.
- Led branding audits to improve consistency across digital products, aligning with accessibility and WCAG standards.
- Delivered responsive high-fidelity prototypes for enterprise platforms; collaborated with devs using Jira + teams.
- Provided Figma training to product teams to maintain UI consistency post-handoff.

VENTEKS - VISUAL UXUI DESIGNER
July 2018 - April 2022 · 3 years and 10 months

- Led end-to-end UX/UI for multiple responsive web apps — from research to prototyping and final delivery.
- Applied Design Thinking to identify user pain points and streamline interfaces for customer self-service tools.
- Built low- and high-fidelity wireframes and interactive prototypes in Figma.
- Developed WordPress websites and managed front-end styling (HTML/CSS) to support marketing initiatives.
- Conducted moderated usability tests and translated insights into actionable design changes.

COURSES

- Introduction to Web Accessibility (edX - W3Cx): Gained foundational knowledge in accessible design principles for creating inclusive digital experiences.
- UX & Front-End Development (Bedu): Developed skills in web design and digital content creation with a focus on user experience and multimedia resources.
- Digital Product Design with Lean UX (Domestika): Applied Lean UX methodologies to streamline design processes and create user-centered products.

SKILLS

- User Research & Interviews · Usability Testing · Design Thinking · Wireframing (Low & High Fidelity) · Prototyping · Responsive Design · Accessibility (WCAG) · Optimal Workshop
- Atomic Design · Component Libraries · Style Guides · Figma · Adobe Illustrator & Photoshop · FigJam
- HTML/CSS · WordPress · Elementor · Trello · Teams

EDUCATION

- Bachelor's Degree in Lic. en diseno para la comunicación grafica (Centro Universitario de Arte Arquitectura y Diseño, Universidad de Guadalajara)