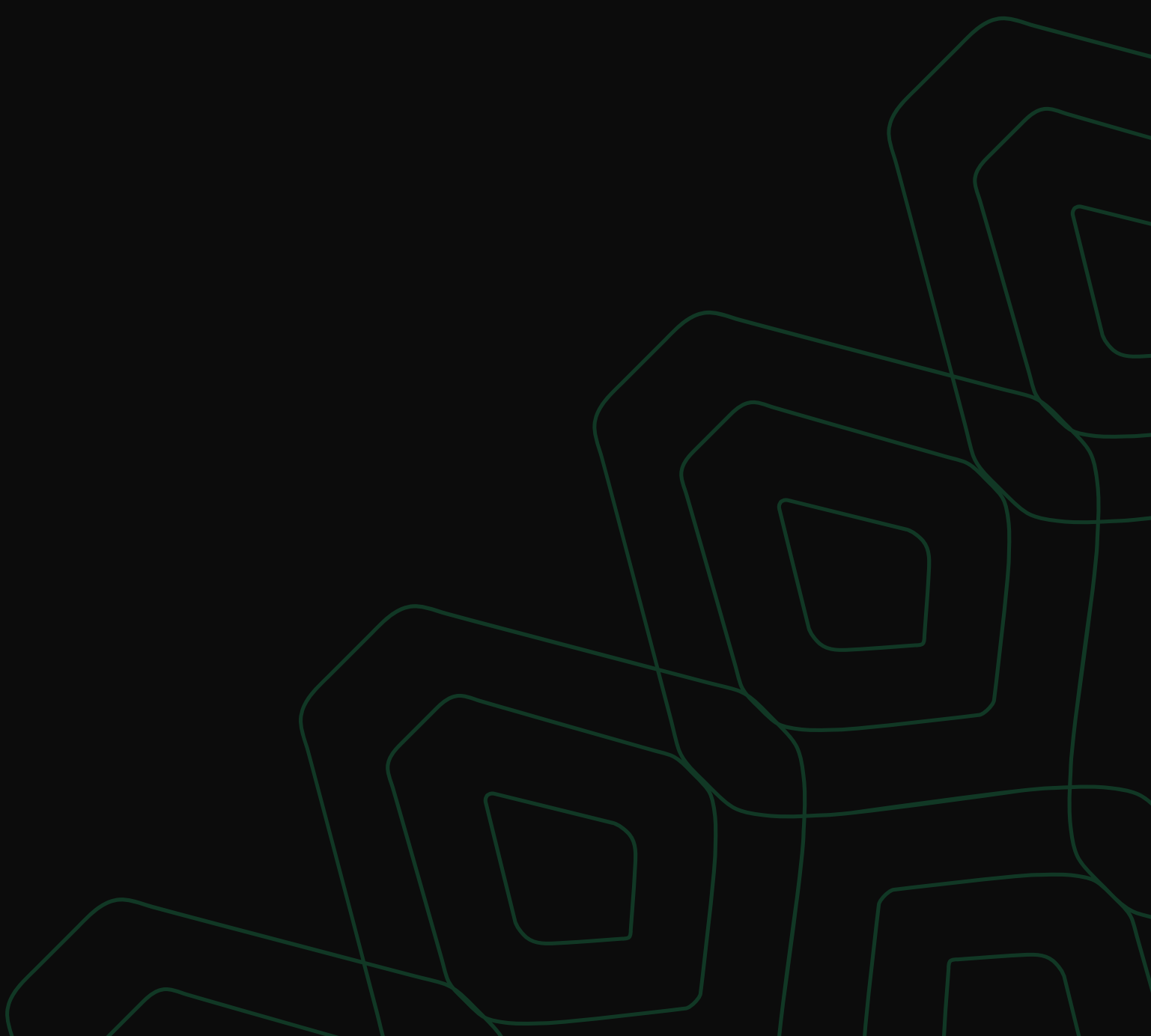




Eli Estrada

Senior Designer | Web & UX/UI

P O R T F O L I O



Hi! I'm Eli

I'm a **Senior Web & UX/UI Designer** with over a decade of experience creating digital products that perform.

I've worked with agencies and companies designing **websites, brands, e-commerce platforms and product experiences** focused on scalability and conversion.



WEB PROJECTS

AR Dental Care

Website Redesign & Digital Evolution

01

Challenge

The clinic needed to build trust and improve its online booking rate.

02

Strategy

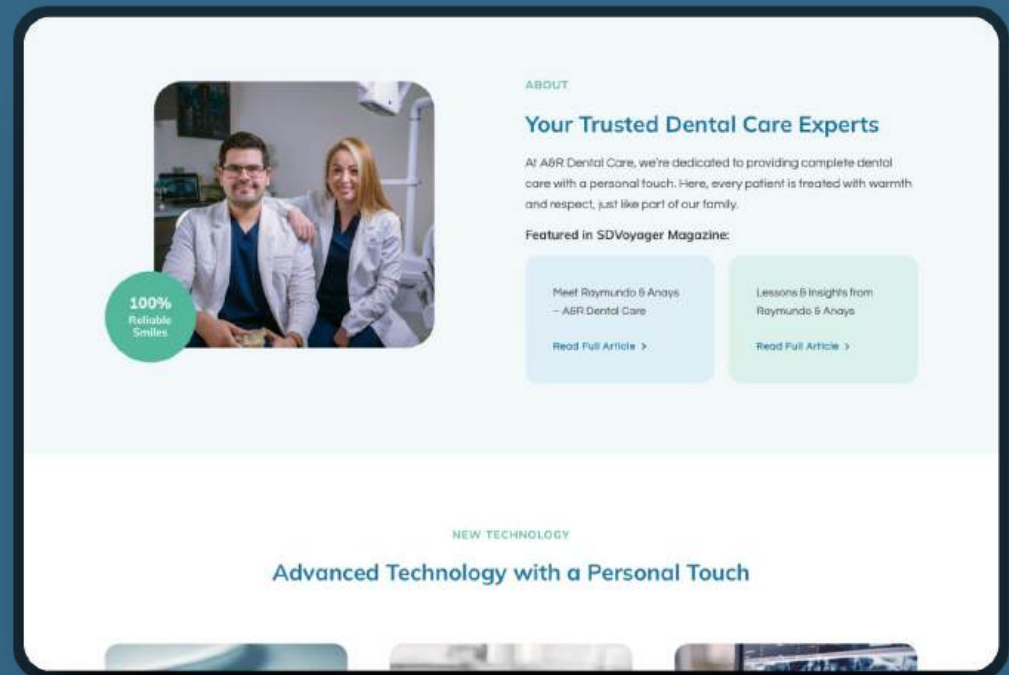
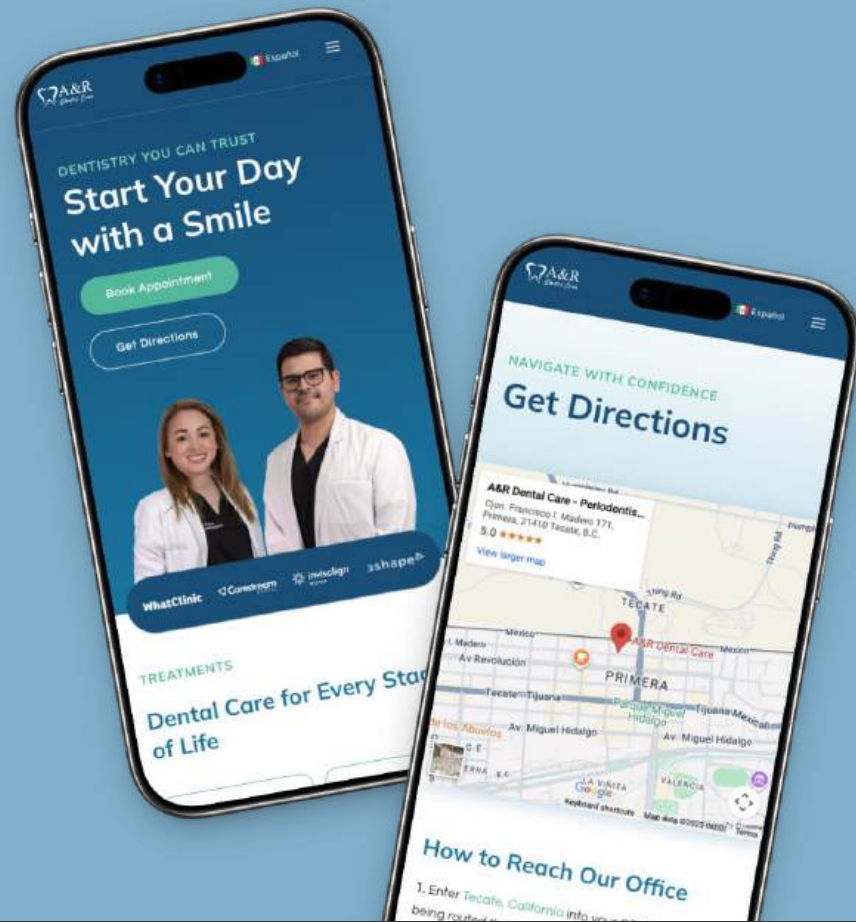
I restructured the website architecture and enhanced the visual narrative.

 **+48%** Online Appointments

 **+30%** Perceived Trust

 **+40%** Mobile Visits

 **+25%** Session Duration



FIGMA

UX DESIGN

WORDPRESS

STRATEGY

aandr dentalcare.com

NY My Way

E-commerce Development

01

Challenge

The brand needed an automated online store to sell its digital tourist guides.

02

Strategy

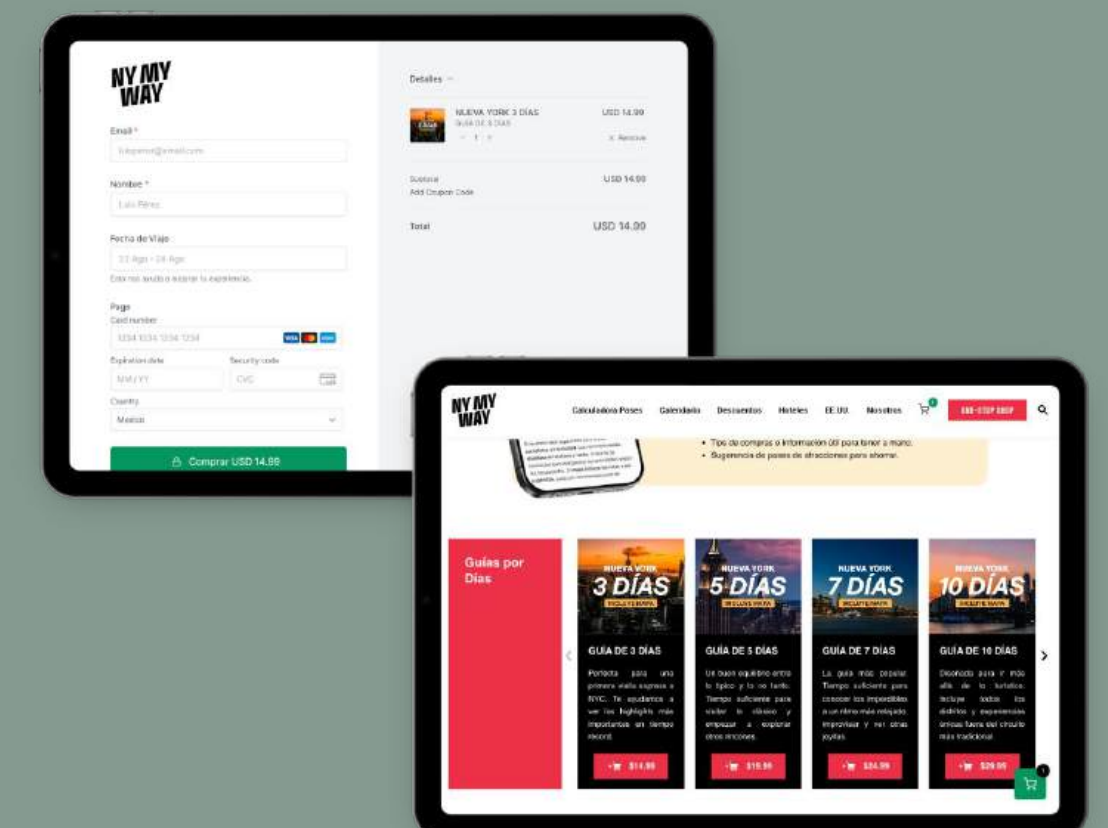
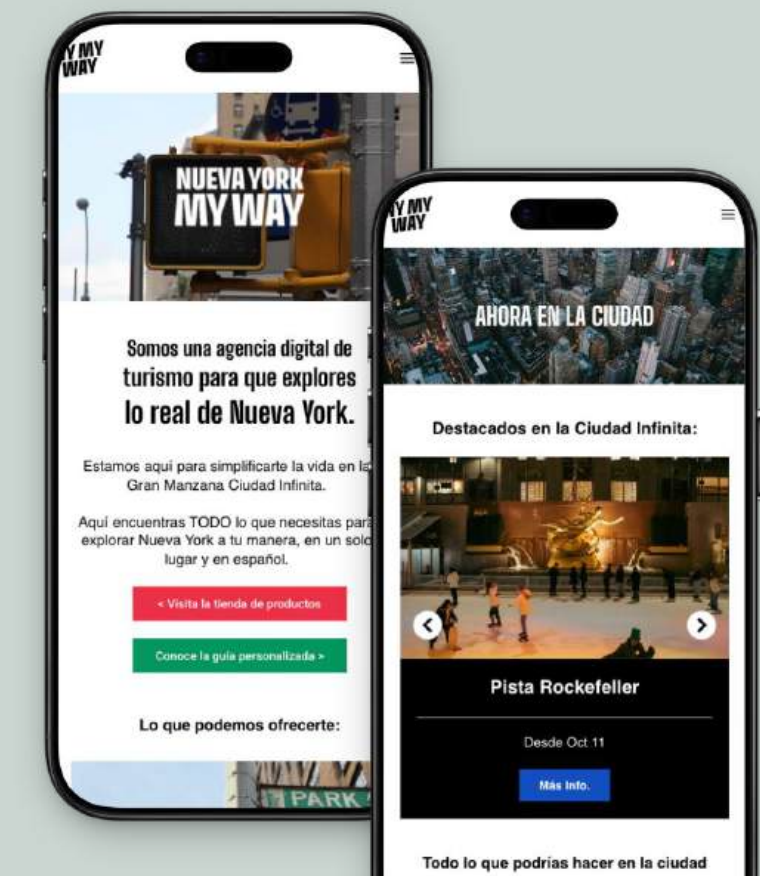
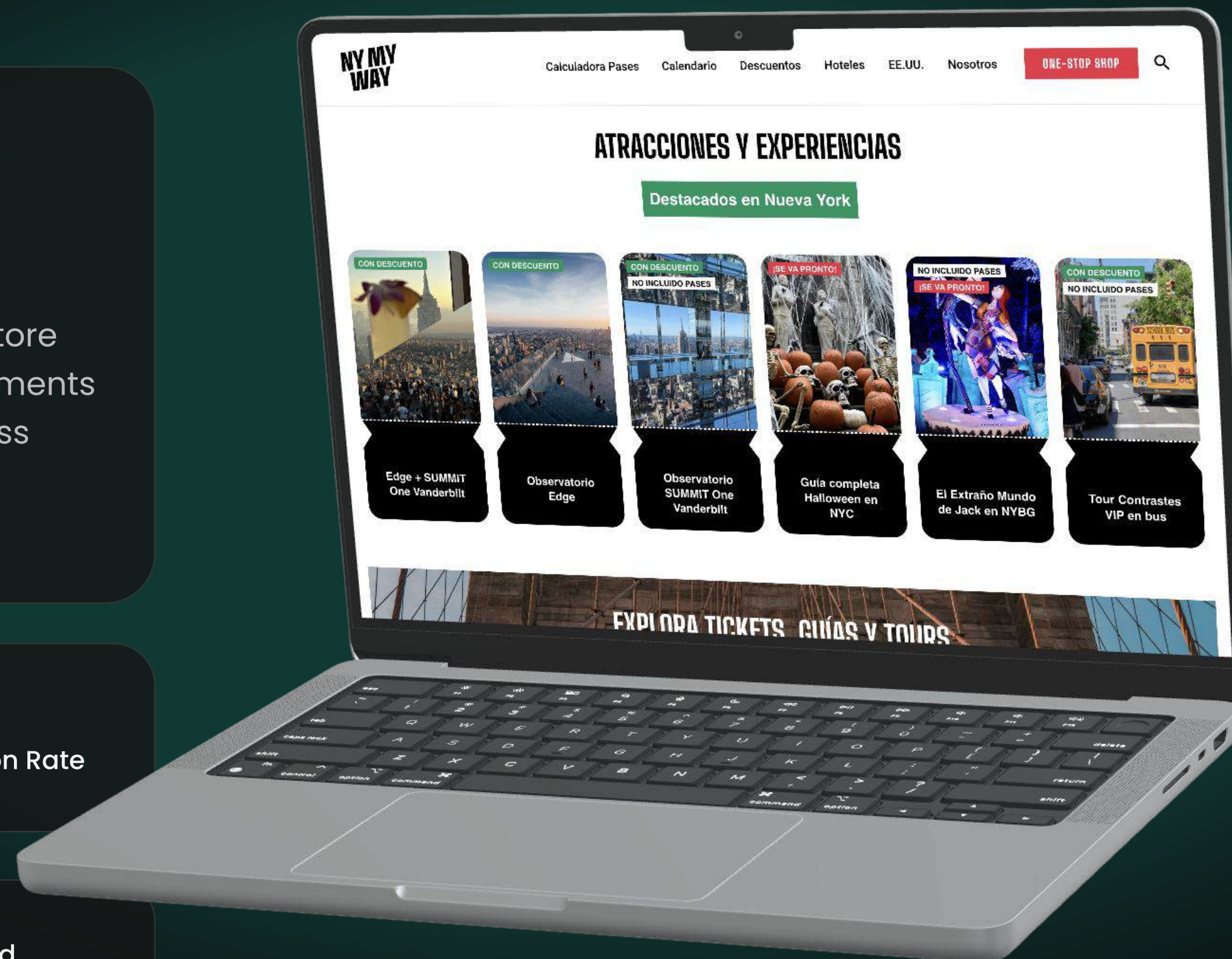
I developed the store with dynamic elements and a custom pass calculator.

 **+2K** Monthly Visitors

 Higher Conversion Rate

 **+40%** Time on Page

 Automated Workflow



WORDPRESS

E-COMMERCE

AUTOMATION

DYNAMICS

nymyway.co

BRAND CREATION

Logo Concept



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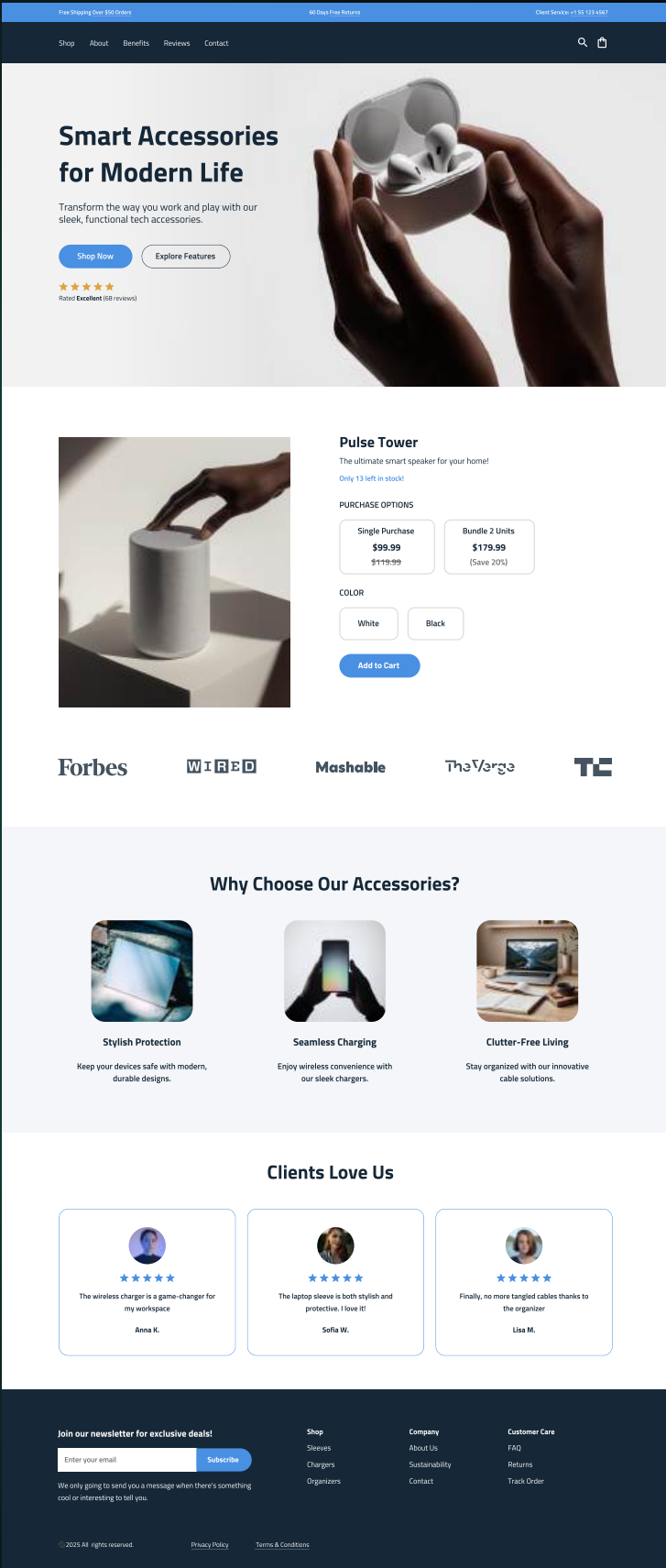
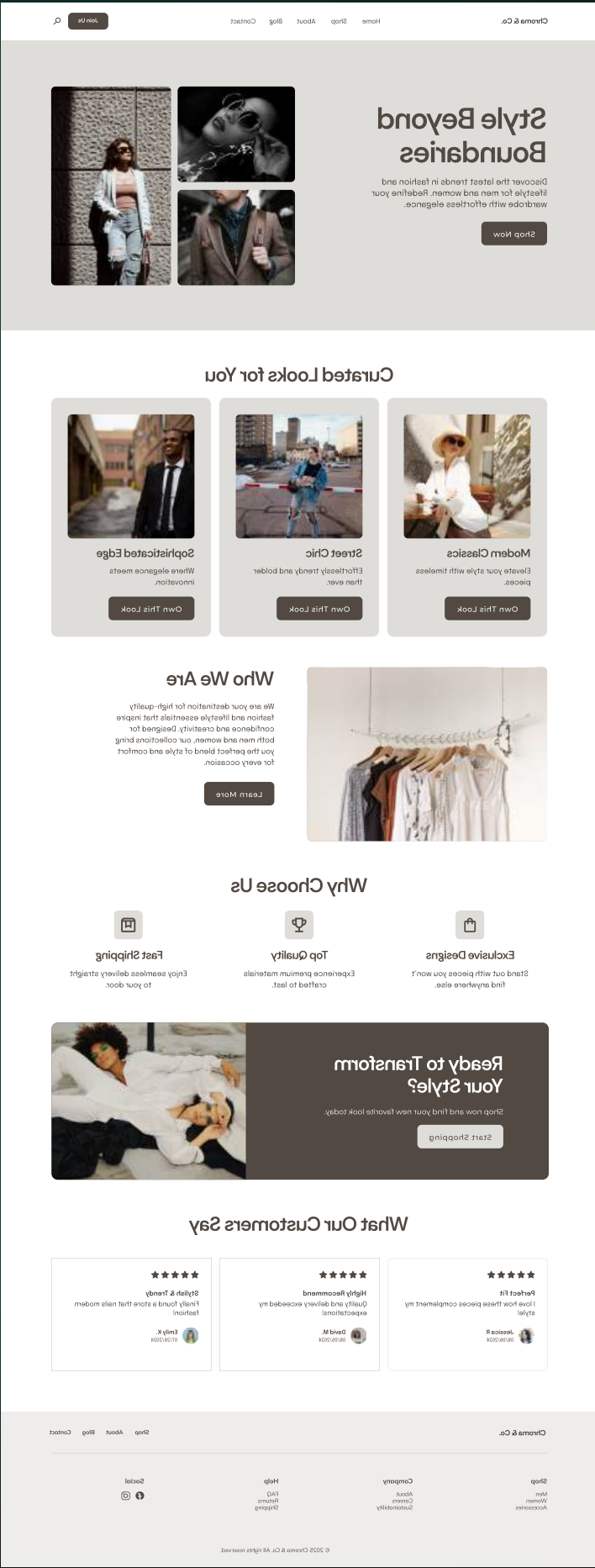
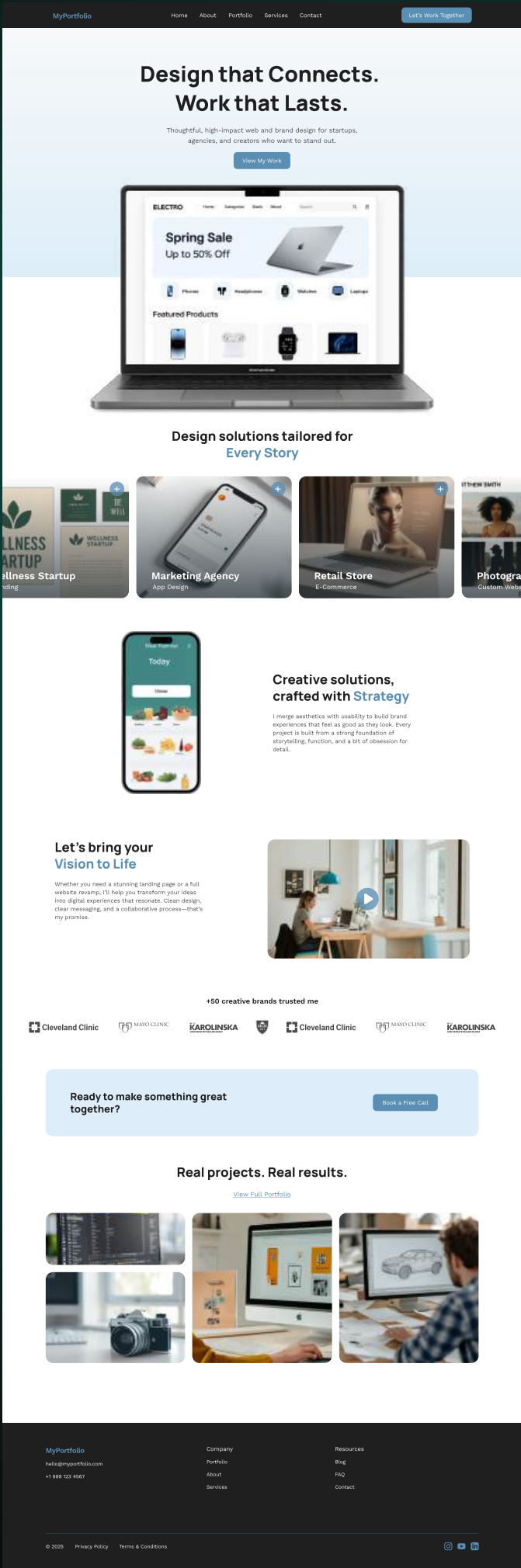
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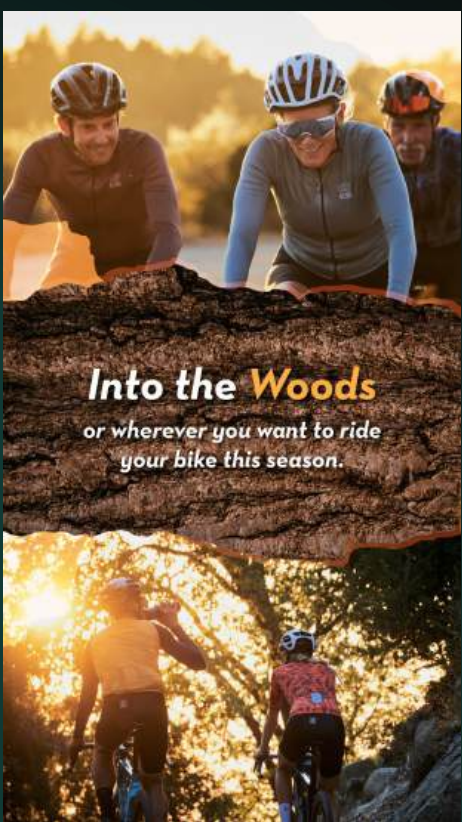


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For Sensitive Skin

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- ✓ Embrace Comfort
- ✓ Flexible Fit



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24
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Let's Create What's Next

Design is just the start.
I built to grow and stand out.

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