Eli Estrada

Lead UI Designer & Web Experience Manager

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Core Skills

- UI Design
- UX Project Management
- Creative Team Leadership
- Information Architecture
- Prototyping & Validation
- Responsive Design & Accessibility
- Strategic Communication
- AI Application in Design Processes

Tools

Design & CMS
- Figma
- Adobe CC
- Webflow
- WordPress / Elementor

AI for UI/UX
- ChatGPT
- Relume
- Uizard
- Maze

Management & Collaboration
- Notion
- Trello / ClickUp
- Slack

Research & Analytics
- Hotjar
- Google Analytics
- WAVE (Accessibility)

Languages

Spanish (Native)
English (Advanced)

+12 years of experience

+100 satisfied clients

+30% improvement in conversion

+4 creative teams led

in 📷 ♪ @eliextrada

Summary

Digital designer with **12 years of experience** creating solutions in web design, UX/UI and digital experiences. I've transformed ideas into functional, user-centered products, leading full **design processes** from research to implementation. My approach combines **strategy**, **usability** and **functional design** to deliver effective and measurable experiences.

Professional Experience

UX/UI Design Lead | REV365 (2021 - 2025)

- Lead the experience design and digital architecture across multiple platforms.
- Implemented full redesigns that increased ecommerce conversion rates by up to 30%.
- Collaborate directly with stakeholders to align design with business goals.

Web Design Instructor | CETYS Universidad (2022 - Present)

- Develop and teach academic programs on UX/UI design, web fundamentals, ecommerce and prototyping.
- Promote critical and creative thinking with a user-centered approach.

Senior Multimedia Designer | Scantibodies Inc. (2016 - 2021)

- Oversaw graphic content, web interfaces and high-impact visual presentations.
- Led branding and digital design initiatives for internal and external campaigns.
- Coordinated design teams to ensure visual consistency.

Strategic Achievements

- +30% increase in **web conversion** after UX redesign
- +40% improvement in **design process** efficiency
- Managed **remote teams** in English/Spanish environments
- **Mentored** and **trained** designers, boosting team performance

Education

Master's in Neuromarketing - UNIR, Spain (2020)
B.A. in Digital Graphic Design - CETYS, Mexico (2013)

Certifications

UX/UI Design Specialization - Domestika (Expected 2025)
Advanced UX/UI - LinkedIn Learning (2023)
Marketing Online - LinkedIn Learning (2021)
Fundamentals of Digital Marketing - Google (2020)