



# Eli Estrada

Senior UX/UI Designer | Web & Product Design

*Driving conversion, retention and scalable digital experiences*

## Summary

**Senior UX/UI and Web Designer with 13+ years of experience delivering high-impact digital products across web and e-commerce environments.**

Specialized in aligning user experience, conversion optimization, and business strategy to drive measurable growth in acquisition, retention, and overall product performance.

## Professional Experience

### UX/UI Design Lead

REV365 | 2021 – 2025

- Led UX/UI design strategy across web and e-commerce platforms, aligning user experience with business goals and product requirements.
- Designed and delivered end-to-end website redesigns and high-converting landing pages, **improving conversion by 30%**.
- Developed scalable design systems and digital architectures to support consistency, accessibility and responsive design.
- Applied UX best practices including user flows, wireframing, prototyping and usability optimization.
- Collaborated with cross-functional teams (developers, marketing, stakeholders) to ensure design feasibility and business alignment.
- **Improved client retention by 20%** through enhanced digital experiences and performance-driven design decisions.

### Web & UX/UI Design Educator

CETYS | 2022 - Present

- Designed and delivered UX/UI and web design curriculum, covering user research, wireframing, prototyping and e-commerce.
- Guided students through the full design process, from concept to high-fidelity prototypes using tools like Figma.
- Mentored 150+ students, supporting the development of portfolio-ready digital products and real-world design thinking.

- Increased student engagement and project outcomes by 35% through collaborative and hands-on teaching methodologies.
- Promoted user-centered design principles, critical thinking and problem-solving in digital product design.

### Senior Brand & Web Designer

Freelance / Independent | 2013 – Present

- Worked with 100+ clients across industries delivering end-to-end design solutions for web, UX/UI, branding, digital marketing and social media.
- Designed and developed websites, landing pages and e-commerce experiences focused on conversion, usability and performance.
- Led branding projects including visual identity systems, marketing assets, and digital campaigns aligned with business goals.
- Managed client relationships, project timelines, and design delivery independently, ensuring high-quality outcomes and repeat business.
- Applied UX/UI principles, responsive design and CRO strategies to improve user engagement and digital performance.

### Senior Multimedia Designer

Scantibodies Inc. | 2016 - 2021

- Designed user interfaces, visual assets, and multimedia content for digital marketing campaigns and internal communications.
- Led branding and digital design initiatives across multiple platforms, ensuring visual consistency and brand alignment.
- Produced and delivered 200+ design assets and campaigns with consistent quality and on-time execution.



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## Multimedia Designer

ESNE TV | 2013 – 2018

- Designed multimedia assets for large-scale events, digital campaigns, and broadcast-related content, reaching thousands of attendees and viewers.
- Created visual design, mockups and branded materials including merchandise, print advertising and social media.
- Developed web design solutions and digital assets to support marketing and audience engagement initiatives.

## Core Competencies

- UX Strategy & Product Thinking
- User Research & Insights
- Information Architecture & User Flows
- Wireframing & High-Fidelity Prototyping
- Interaction Design
- Design Systems & Component Libraries
- Responsive & Mobile-First Design
- Accessibility (WCAG Standards)
- Conversion Rate Optimization (CRO)
- Data-Driven Design & Experimentation
- Usability Testing & Heuristic Evaluation
- Cross-Functional Collaboration

## Education

### Master's in Neuromarketing

UNIR | 2019 - 2020

### B.A. in Digital Graphic Design

CETYS Universidad | 2009 - 2013

## Tools

### Design & Prototyping

- Figma (Auto Layout, Components, Variables)
- Adobe Creative Suite
- FigJam

### Web & No-Code

- WordPress (Elementor)
- Webflow
- Shopify / WooCommerce
- HTML / CSS / JS

### Management & Collaboration

- Notion
- ClickUp
- Slack

### Research & Analytics

- Hotjar
- Google Analytics
- A/B Testing Tools

### Product & Growth

- Conversion Optimization (CRO)
- Funnel Analysis
- User Behavior Analysis

## Certifications

**UX/UI Design Specialization** - Domestika (2025)

**Advanced UX/UI** - LinkedIn Learning (2023)

**Design Thinking** - LinkedIn Learning (2023)

**Figma Design** - Domestika (2022)

**Marketing Online** - LinkedIn Learning (2021)

**Fundamentals of Digital Marketing** - Google (2020)

## Languages

**Spanish:** Native | **English:** Advanced