



# Eli Estrada

## Senior Designer

UX/UI | Design Systems | Web & Front-End Collaboration

### SUMMARY

Senior Designer with 13+ years of experience designing scalable digital products, design systems, and responsive web experiences. Experienced in UX/UI, front-end collaboration, accessibility, and AI-assisted design to deliver intuitive, high-quality user experiences.

### PROFESSIONAL EXPERIENCE

**UX/UI Design Lead** *Apr 2021 – Apr 2025*  
REV365 | Digital Agency (E-commerce)

- Led UX/UI strategy for web and e-commerce, aligning business goals with user needs.
- Built and evolved Design Systems in Figma using Variables, Auto Layout, Component Properties, Variants and reusable UI foundations.
- Collaborated closely with developers, delivering production-ready designs, documentation and responsive specifications.
- Designed user flows, wireframes, prototypes and conversion-focused interfaces using accessibility best practices.
- Improved website conversion by 30% and increased client retention by 20%.

**Web & UX/UI Design Educator** *Jul 2022 – Present*  
CETYS Universidad | Higher Education

- Teach university courses in UX/UI, Design Systems, Web Design and Figma.
- Mentor students in component architecture, responsive design, accessibility and UI.
- Developed hands-on projects simulating real product design workflows.

**Brand & Web Designer** *Ago 2013 – Present*  
Independent Consultant

- Delivered UX/UI, branding, web and e-commerce solutions for 100+ clients.
- Designed responsive websites using WordPress, Webflow, Shopify and Elementor with HTML/CSS customization.
- Created reusable design foundations and UI systems to improve consistency.
- Collaborated with clients and developers from discovery through launch.

**Senior Multimedia Designer** *Sep 2016 – Mar 2021*  
Scantibodies Laboratory, Inc. | Biotechnology

- Designed digital experiences, interfaces and marketing assets across multiple platforms.
- Partnered with developers and marketing teams to deliver consistent user experiences.
- Produced 200+ digital assets while maintaining quality and brand consistency.

**Multimedia Designer** *Oct 2013 – Oct 2018*  
ESNE TV | Television & Radio Broadcasting

- Designed websites, multimedia assets and marketing materials for large-scale events.
- Delivered creative solutions across digital, print and broadcast environments.

### EDUCATION

**Master's Degree in Neuromarketing**  
UNIR | 2019 - 2020

**Bachelor's Degree in Digital Graphic Design**  
CETYS Universidad | 2009 - 2013

### LANGUAGES

Spanish: Native | English: Advanced

### CORE SKILLS

#### Product Design

- UX Strategy
- User Flows
- Wireframing & Prototyping
- Information Architecture
- Responsive Design
- Conversion Optimization

#### Design Systems

- Component Libraries
- Auto Layout
- Variables & Variants
- Typography & Color
- Reusable Components

#### Front-End Collaboration

- HTML / CSS
- Flexbox
- Developer Handoff
- GitHub (Basic)

#### Accessibility

- WCAG Principles
- Color Contrast Validation
- Responsive Accessibility
- Basic ARIA Knowledge

#### AI-Assisted Design

- ChatGPT
- Gemini
- Figma AI
- OpenAI Codex
- Antigravity
- MCP Workflows

### TOOLS

- Figma
- Adobe Creative Cloud
- WordPress / Elementor
- Shopify
- Webflow
- Notion
- Google Analytics
- WAVE
- Lighthouse (Basic)

### CERTIFICATIONS

- UX/UI Design Specialization
- Design Thinking
- Figma
- Marketing Online

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