Ali Barragán

github.com/Basilick

Sr Web Designer

 Mexico City   5539279044   soyali298@gmail.com

Sr Graphic Designer | UX/UI | Frontend

SKILLS

React
Angular Js
Webflow
HTML5, CSS,
JS, jQuery
MySQL, PHP
Adobe CC
Visual Studio
Figma
Time management
Deadline-driven
Effective
Team player
Energetic
Creative

EDUCATION

Bachelor's Degree
in Graphic Design,
UVM, Mexico City

PROFILE

Energetic Web Designer with 8 years of experience crafting and enhancing user-centric, visually appealing, and intuitive product designs. Proficient in leveraging modern technologies and industry-leading design methodologies. Skilled in utilizing tools such as Figma, and Adobe Creative Suite. Embracing innovative thinking in every project to unleash the full potential of creativity. Thinking outside the box in every project is a most to release the creativity kraken.

WORK EXP

Sr Web Designer UX / UI & Product Designer

UPAX-UIX: November 2023–Present
Company focused on product development with robust user experience research. I serve as a Senior UI Designer for the Banco Azteca app, crafting the user experience from application to credit approval, my main activities:
• Design screens based on UX research and user requirements.
• Create animated prototypes for testing.
• Generate new proposals to improve app pain points.
• Conduct user testing for the application.
• Attend to client needs and provide design proposals that offer satisfactory solutions for the user.

Sr Web Designer UX / UI Frontend

Generador Estudio: August 2020–March2023
Company specializes in annual sustainability reports. As the web designer, my core activities included planning site designs, functionality, and navigation, along with coding the frontend using Bootstrap and Webflow.
• Coding the frontend of the websites
• Building wireframes and prototypes that were then turned into functional and responsive digital products.
• Handling all composition, color, illustration, typography, and branding for projects.

Sr Web Designer UX / UI

Palm era: October 2019-June 2020
A digital agency that provides digital products through websites, webapps, and apps. in charge of the design and creation of functional websites, webapps, and apps for different clients, focusing on the UX for a clear path to navigate the products and making attractive content for the final user.
• Design the final analyses from different mailing campaigns.
• In charge of the UI and UX design of different products.
• Building wireframes and prototypes that were then turned into functional and responsive digital products.
• Handling all composition, color, illustration, typography, and branding for projects.