ALEXO RUIZ

UX/UI DESIGNER

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Guadalajara (México)

PROFILE

I'm a passionate UX/UI Designer focused on crafting user-centered digital experiences. My goal is to develop intuitive and innovative solutions that positively impact users' lives. I work collaboratively with product teams, developers, and stakeholders to surprise and delight through thoughtful design.

UX/UI SKILLS

Hi-Fi and Lo-Fi prototypes

User Research

UX Writing

User flows

Usability Testing

Design System

Material Design

Responsive Web Design

SOFTWARE AND TECH

Figma

Sketch

Adobe Xd

HTML & CSS3

Notion

METHODOLOGIES

Double Diamond

Design Thinking

Product flow

PROFESSIONAL EXPERIENCE

CARGOSPRINT (USA)
UX/UI DESIGNER | DEC 2023 - MARCH 2025

- Created high-fidelity, user-centered prototypes to solve real user needs.
- Managed the full design workflow using Figma and Sketch, from wireframes to final UI.
- Collaborated with stakeholders and developers to align design with business goals and ensure smooth implementation.
- Enhanced the design system using Material Design for consistency and scalability.

100 LADRILLOS
UX/UI DESIGNER | JAN 2022 - NOV 2023

As a part of the Product Team at 100 Ladrillos, I enhanced digital experiences by applying research-driven design within the Double Diamond framework. I focused on aligning user needs with business goals through strategic design, usability testing, and collaboration.

- Designed Lo-Fi and Hi-Fi prototypes (Figma) to support iterative and user-centered solutions.
- Conducted User Research to inform and validate design decisions.
- Facilitated UX workshops to explore user insights and prioritize features.
- Created intuitive, responsive interfaces using UX Writing best practices.
- Collaborated with developers, marketing, and stakeholders for seamless implementation across devices.

ALEXO RUIZ

UX/UI DESIGNER

LANGUAGE

Spanish: Native

English: Upper Intermediate

FREELANCE

UX/UI DESIGNER - WEB DESIGNER | APR 2019 - DEC 2021

- Created informative webpages and both Lo-Fi and Hi-Fi prototypes using Figma and Adobe XD.
- Conducted user research to guide and validate design decisions.
- Applied Design Thinking methodology to deliver user-centered solutions.
- Wrote UX copy to improve clarity, engagement, and overall user experience.

CIOSA

UX/UI DESIGNER - WEB DESIGNER | OCT 2019 - DEC 2020

I contributed to internal and external digital projects by designing and prototyping intuitive interfaces, coding responsive layouts, and ensuring usability through interface testing.

- Designed and prototyped a new Company Intranet using Adobe XD, Figma, and Illustrator.
- Developed and coded responsive web interfaces using HTML5 and CSS3.
- Conducted interface testing to ensure usability and performance across devices.
- Implemented responsive design principles for optimal cross-platform experiences.

VOLKSWAGEN MÉXICO

WEB DESIGNER | JUL 2017 - JAN 2018

I contributed to the creation of a satisfaction survey platform, focusing on usability, interface clarity, and responsive design.

- Designed and prototyped a satisfaction survey platform using Photoshop, Balsamiq, HTML, CSS, and PrimeFaces.
- Created Lo-Fi prototypes in Balsamiq to quickly iterate and validate layout ideas.
- Ensured interface consistency and responsiveness across different devices and browsers.

EDUCATION

COMPUTER SYSTEMS ENGINEER DEGREE | 2013 - 2018

DURANGO INSTITUTE OF TECHNOLOGY