

# Aaron Torres Moreno

## UX/UI Designer

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UX/UI Designer passionate about creating intuitive, user-centered experiences through research-driven design and seamless interaction.

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### Skills:

#### Design

Wireframing, Prototyping, UX Audits, Low-High Fidelity Mockups, Usability Testing, Interaction Design, Information Architecture, Design Strategy, Product Design, Accessibility (WCAG)

#### User Research & Testing

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, Competitor Analysis Design Strategy, A/B Testing

#### Tools & Technologies

Figma, FigJam, Zoom, Jira, Microsoft 365, WordPress, HTML, CSS, JavaScript, React.js

#### Soft Skills

Cross-functional Collaboration and Communication, Human-centered Approach, User psychology, ChatGPT, Gemini, Blockchain Knowledge, Cryptocurrency, Communication, Leadership, Time Management, Adaptability, Critical Thinking, Attention to Detail, Spanish Fluency

### Experience

#### [AI Product Designer | Reality AI Lab | Internship | February 2025 - Present](#)

Designed AI-powered educational tools that enhance learning experiences by improving accessibility, usability, and engagement. Developed intuitive interfaces and prototypes to bridge the gap between user needs and technical innovation.

- Designed and iterated on intuitive user interfaces for AI-powered tools like **Marvel Educator Spaces Discovery** and **Marvel Educator Assistants Chat**, focusing on accessibility, usability, and impact.
- Created high-fidelity prototypes in **Figma**, ensuring clear communication of design concepts to cross-functional teams.
- Conducted **usability testing** with educators and learners to refine designs based on real-world feedback.
- Contributed to the development of a **cohesive design system**, enhancing consistency and scalability across projects.
- Collaborated with **developers, AI engineers, and product managers** to align designs with user needs and technical feasibility.

#### **Front-End Developer | Western Governors University (ReadyTrack Program) | August 2022 – March 2023**

Completed an intensive 7-month front-end development bootcamp, collaborating with peers on projects and applying modern development practices.

- Designed and optimized a responsive website using WordPress, HTML, CSS, and Elementor, enhancing user experience and increasing lead conversions.
- Developed and executed Facebook and Instagram marketing campaigns, boosting customer engagement and brand visibility.
- Implemented SEO and content marketing strategies to drive organic traffic and improve search rankings.

## Additional Experience

### UX/UI Designer | Valora | Personal Project July 2024 - December 2024

Designed an intuitive cryptocurrency platform to simplify digital asset management for beginners by addressing security concerns, financial literacy gaps, and user trust issues.

- Conducted extensive user research, including surveys and usability testing, to understand key pain points and improve adoption rates.
- Created and refined user flows, sitemaps, wireframes, and high-fidelity prototypes in Figma, ensuring an accessible and streamlined experience.
- Developed a scalable design system to maintain brand consistency across the application.
- Improved usability by iterating on UI components based on feedback, leading to a more intuitive onboarding process.

### **UI Designer & Social Media Marketer | SCFS | Freelance | January 2020 – September 2021**

Worked with a B2B and B2C client to improve their digital presence through UI design and targeted marketing strategies.

- Designed and optimized a responsive website with WordPress, HTML, CSS, and Elementor, improving user experience and lead conversions.
- Led Facebook and Instagram campaigns, boosting brand visibility and engagement

## Education & Certifications

### **Avocademy | UX/UI Certification**

Learned UX/UI design methodologies, including Design Thinking, user research, prototyping, wireframing, usability testing, and AI integration.

### **Boulder Digital Arts | Introduction to UX/UI**

Acquired foundational skills in UX/UI design principles, with a strong emphasis on user research, prototyping, and Design Thinking methodologies.

### **Western Governors University (ReadyTrack Program) || Front-End Web Development**

Developed a solid understanding of front-end web development technologies, including HTML, CSS, JavaScript, and React.js.

## Volunteering Experience

### **Novvum | Front-End Developer & Design Reviewer**

Assisted in front-end development tasks and provided design feedback to improve user experience and interface consistency.

### **Isha Foundation| Program Coordinator**

Supported organizational initiatives and event coordination to promote well-being and self-development programs.