



Juan D. **PUERTO**
UX/UI DESIGNER
D.C. Metro Area

PROFILE

UX/UI designer with an extensive background in graphic design, web design, and branding focused on developing empathetic user-centric, and aesthetically beautiful design solutions.

EXPERIENCE

LEAD UX/UI DESIGNER

Fidunova. S.A.S | Freelance - May 2021 - Present

- Sole UX/UI design lead for a fintech company focusing on creating User Experiences and User Interface design for fiduciaries in the LATAM market.

SENIOR GRAPHIC/UI DESIGNER

Planet Depos, LLC | 2013-Present

- Responsible as the only designer who overtook the responsibility of creating the entire User Interface design of Planet Portal, a responsive web-app data repository. Sketched prototypes and submitted pixel-perfect wireframes to the developers.
- Collaborated with developers and redesigned the User Interface of a litigation technology software, Case Script, and branded its entire ecosystem of programs.
- Prototyped, tested, and coded mobile responsive landing pages for Planet Depos corporate website using HTML, CSS media queries, and WordPress templates.
- Spearheaded and led major re-branding of Planet Depos' corporate identity including, a new company logo, identity system, and branding guidelines.

WEB DESIGNER/ADMINISTRATOR

Artistry Lighting | 2014-2015

- Created, updated and restructured e-commerce website using established content management system.
- Created and coded new landing product pages.
- Performed regular editing of all ChandelierLightMall.com web site products to maintain updated product/content.
- Conducted search engine optimization for all published Chandelier Light Mall content.

WEB DESIGNER/ADMINISTRATOR

Fleet Safety Equipment, Inc. | 2010-2015

- Developed interactive banners and website maps for easier customer navigation and user experience using basic HTML and CSS coding.
- Produced website videos of product installations using Adobe Premiere and Adobe After Effects.
- Performed professional product photography and retouching with Adobe Photoshop CSS for online and print advertisements.
- Designed annual catalog and developed marketing exhibits for trade shows with other various print publications using Adobe InDesign CSS and Adobe Illustrator CSS.

EDUCATION

CAREER FOUNDRY

Washington, D.C. | 2022

UX/UI Immersion Design Program with a Specialization in Animation for UI Designers

GENERAL ASSEMBLY

Washington, D.C. | 2019

Front End Web Development Certification of completion JavaScript, CSS, HTML

SOUTHWEST COMMUNITY COLLEGE

Memphis, TN | 2012

Video Editing and Multimedia

THE UNIVERSITY OF MEMPHIS

Memphis, TN | 2005

Bachelor of Fine Arts - Graphic Design Graduated Cum-Laude

SKILLS

Design principles and heuristics
Mobile app design
Wireframing and prototyping
Responsive web design
Interaction design and animation
User research and user testing
Branding and style guides
Usability Testing
Bilingual Native English/Spanish

TOOLS

Figma
Adobe Creative Suite
Balsamiq
Sketch
Invision
HTML, CSS and Wordpress