

JESUS A. LARA

UI/UX Designer · Front-End Web Developer

jesuslara15002@gmail.com | 708.244.7629 | Chicago, IL | nexus.solutions | linkedin.com/in/jesus-11

PROFESSIONAL SUMMARY

UI/UX Designer & Front-End Developer with 6+ years building digital products from Figma prototype to deployed code. Delivered 32+ client projects with 100% satisfaction, including landing pages that doubled a client's revenue in 18 months and design systems that cut cycle time by ~30%. Skilled in WordPress, HTML/CSS/JavaScript, and AI-assisted design workflows.

WORK EXPERIENCE

Nexuz Solutions

2019 – Present

Full-Stack WordPress Developer

- Design and develop full-cycle WordPress projects end-to-end, from concept through live deployment.
- Integrate third-party APIs, payment gateways, and plugins to extend functionality and automate workflows.
- Optimize site performance, Core Web Vitals, SEO, and WCAG accessibility across client projects.
- Manage hosting infrastructure, security hardening, backups, and ongoing maintenance for stability.

Runonflux – Flux

2023 – 2025

UI/UX Product Designer

- Lead UX research and usability testing to surface friction points and prioritize design improvements.
- Design wireframes, interactive prototypes, and user flows in Figma aligned to product roadmap goals.
- Build and maintain a scalable design system, ensuring cross-platform UI consistency.
- Partner with engineering to translate designs into pixel-accurate, responsive front-end implementations.
- Conduct A/B tests and analyze behavioral data to iterate on features and improve key UX metrics.

Chicago Teez

2020 – 2025

Lead Creative & Digital Designer

- Directed end-to-end design projects covering brand identity, apparel graphics, and digital marketing.
- Managed e-commerce store operations, improving product UX and driving measurable sales growth.
- Executed multi-channel social media campaigns that increased brand visibility and audience engagement.

Trossen Robotics

2021 – 2023

Front-End Web Developer

- Built responsive landing pages and product UIs using HTML, CSS, and JavaScript.
- Improved page load times and Core Web Vitals by identifying and resolving performance bottlenecks.
- Collaborated with back-end engineers via GitHub, managing branches, pull requests, and deployments.
- Maintained production websites, troubleshooting bugs, and ensuring consistent cross-browser functionality.

Inkspire Graphix

2019 – 2020

Graphic Designer

- Produced digital and print assets using Adobe Creative Suite for diverse client brand projects.
- Designed logos, layouts, and typography systems aligned to client brand guidelines.
- Prepared and delivered print-ready production files, ensuring color accuracy and quality standards.

SKILLS

Design

Figma & Design Systems	UX Research & Usability Testing	Wireframing & Prototyping	Interaction Design	Accessibility & (WCAG)	AI-Assisted Design Workflows
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Development

HTML / CSS / JavaScript	WordPress & CMS	Elementor & Page Builders	API & Third-Party Integrations	Git & Version Control	AI-Assisted Development
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EDUCATION

Robert Morris University — B.A.S. Graphic Design
Dean's List, 2018 · Graphic Design Volunteer, Integration Center · Writer, Eagle Newspaper

2015 – 2018

LANGUAGES

English (Native) · Spanish (Fluent)