

JESUS A. LARA

UI/UX Designer · Front-End Web Developer

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PROFESSIONAL SUMMARY

UI/UX Designer & Front-End Developer with 6+ years building digital products across design and development. Contributed to doubling client revenue in 18 months through high-converting landing pages, reduced design cycle time by ~30% with scalable Figma component libraries, and growing organic visibility for 10+ clients from the ground up.

WORK EXPERIENCE

Runonflux – Flux

2023 – Present

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.

Nexuz Solutions

2019 – Present

Full-Stack WordPress Developer

- Deliver full-cycle WordPress projects, converting Figma prototypes into optimized, live deployments.
- 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.

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	Wireframing & Prototyping	UX Research & Testing	Interaction Design	UI Accessibility (WCAG)	Adobe Creative Suite
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Development

HTML / CSS	JavaScript	WordPress & CMS	Responsive Design	Git & Version Control	Performance & SEO
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EDUCATION

Robert Morris University – B.A.S. Graphic Design

2015 – 2018

Dean's List, 2018 · Graphic Design Volunteer, Integration Center · Writer, Eagle Newspaper

LANGUAGES

English (Native) · Spanish (Fluent)