

Jorge López

Frontend UI Engineer & Product Designer

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PROFESSIONAL PROFILE

Systems Engineer specialized in UI/UX Design and Frontend Development. Passionate about designing and optimizing user-centric digital experiences. My unique ability to create prototypes in Figma and translate them into clean code (HTML/CSS/Vue) allows me to collaborate frictionlessly with development teams, ensuring visually attractive, intuitive, responsive, and accessible interfaces.

TECHNICAL SKILLS

- **UI/UX Design:** Figma, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom), Wireframing, Prototyping, Information Architecture, User-Centered Design (Design Thinking), Usability & Accessibility Testing.
- **Frontend (Interface Design):** HTML5, CSS3, Responsive Design, Tailwind CSS, UI Components (PrimeVue), GSAP, Vue.js (Composition API), Astro, Angular / Ionic (Mobile), JavaScript (ES6+).
- **Methodologies & Collaboration:** Agile Methodologies (Scrum), ClickUp, Git, GitHub.
- **Additional (Backend):** Node.js, SQL Databases, Web Deployment.
- **Languages:** Spanish (Native), English (Advanced – C1).

RELEVANT EXPERIENCE

ZENDATA

Hermosillo, Sonora

Frontend UI Engineer & Developer

July 2025 — Present

- **UX & Design:** Led the modernization of corporate and e-commerce web portals (Zendata / Proin / Querencia) using Astro and Vue, drastically improving usability and implementing Mobile-First responsive design with Tailwind.
- **Prototyping & Interactions:** Developed fluid and advanced animations using GSAP and Swiper to elevate the visual experience and user retention, aligning with brand identity.
- **Logistics & Mobile Systems:** Collaborated in designing complex interfaces (SGA Airline / Flex-N-Gate), integrating interactive maps (Leaflet), scheduling (FullCalendar), and data visualization (Chart.js). Enhanced the mobile ecosystem with Angular and Ionic for SGA Guard.
- **Surveillance Dashboards:** Built platforms using PrimeVue and Vue 3 for AR Devices, creating real-time alert dashboards and visual components for high-complexity video streams.

NISSAN GRANAUTO

Hermosillo, Sonora

Internship (Development & UX)

November 2024 — April 2025

- **UX Research & Development:** User-centered design and development of an automotive appointment system, optimizing the customer reception experience.
- **Interface Design:** Created a full-screen visualization mode for workshop operators, focusing on quick readability, high contrast, and real-time information organization.
- **IT Support:** Assisted in resolving hardware and software incidents, ensuring the branch's operational continuity.

SAT (Tax Administration Service)

Hermosillo, Mexico

Social Service in Systems

November 2023 — June 2024

- **Support & Organization:** Administrative and technical management of IT equipment, producing clear technical documentation for end-users and maintaining orderly inventories.

EDUCATION

UNIVERSIDAD DE SONORA

Hermosillo, Mexico

B.S. in Information Systems Engineering

April 2025

- **Relevant Coursework:** Systems Programming, Data Structures and Algorithms, Data Warehousing, Data Mining, Cybersecurity, Probability, Multivariable Calculus.

CERTIFICACIONES

- Back End Development and APIs - FreeCodeCamp (July 2025)
- Introduction to Web Development 1 (40 hours) - Google Active (March 2023)
- AZ-900T00-A - Microsoft Azure Fundamentals - Microsoft Learning (July 2023)