

ernesto

# <heurtleyGARCIA>

Certified UX/UI Designer

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## TOOLS & TECHNOLOGIES

### UX/UI & Prototyping:

Figma, Adobe XD, Research, User Flows, UCD.

### Development:

HTML, CSS, JavaScript.

### Graphics:

Photoshop, Illustrator, InDesign, Canva.

## KEY CERTIFICATIONS

### User Experience Design (UX)

240 hrs., Google.

### Web Design

60 hrs., Central Tech.

### Design in Adobe

150 hrs., Central Tech.

### Moodle Administration

50 hrs., UTN.

## LANGUAGES

Spanish (C1),  
English (B2),  
French (B2),  
Catalan (B1).

## SOFT SKILLS

Teamwork,  
Continuous Learning,  
Creativity, Lateral Thinking,  
Empathy and  
Commitment.

## PROFESSIONAL SUMMARY

A professional with over 20 years of experience, specializing in User Experience Design (UX/UI) and Front-end development. My approach merges design aesthetics with technical feasibility to create user-centric solutions. Certified by Google in UX.

## KEY ACHIEVEMENTS & UX METHODOLOGY

### Results-Driven Design:

Applied UX Research and UCD methodologies to create high-fidelity prototypes in Figma and Adobe XD, optimizing usability across 15+ projects.

### Design-Development Integration:

Making use of my HTML, CSS, and JavaScript background to design with full awareness of technical constraints, thus streamlining implementation and reducing revision cycles.

### 360° Vision:

Project management capacity from initial wireframe to final implementation across various CMS (WordPress, Shopify, Prestashop).

## RELEVANT PROFESSIONAL EXPERIENCE

### Digital and Visual Designer / Web Developer

*Iconbetha, 2021/2023*

- Led digital and visual design, ensuring brand consistency and interface accessibility.
- Developed and implemented websites based on user design principles.

### WordPress / Web Developer Freelance

*Alvea Soluciones, Pixel Comunicació, 2024/2025, Back to the Podcast 2019/2020*

- Applied UX principles to the Front-end structure of websites and virtual stores.

## ACADEMIC BACKGROUND

### Digital and Visual Designer / Web Developer

*Galápagos Visual, CTA, 2016/2020, UTE, 2016/2020, Eme Eme Propiedades, 2005/2017, Acceso Global, 2014/2016, Piazzolla tango y eventos, 2010/2013, Propia web, 2006/2007.*

- Leadership in digital and visual design, ensuring brand consistency and interface accessibility.
- Development and implementation of websites based on user design principles.