

Senior UI/UX Designer & Front-End Developer with over 10 years of diverse experience in web design and development focus on eCommerce. Creator of well-crafted and easy-to-use online experiences practicing user-centered design principles supporting design and development decisions based on user needs and business goals, delivering an immersive engaging user experience through efficient high-fidelity prototypes, website development, proactive feature optimization, and relentless debugging to meet W3C standards increasing CRO to positively impact ROI.

Skills and Tools

Highly skilled in HTML5, CSS3, SASS, JavaScript, jQuery, Bootstrap, CSS Grid, Flexbox, WordPress, Magento, Statamic, Git version control, webpack, npm, WebStorm, Visual Studio, Sketch, XD, Figma, Photoshop, Illustrator, After Effects, InVision, Zeplin, Principle, Bilingual: English/Spanish.

Work Experience

One Park Financial - UX/UI Designer | Front-End Dev - January 2020 to March 2020 - Fort Lauderdale, FL

- Redesigned and developed the new homepage and main landing page template for Statamic CMS through editing and creating YAML files.

CableOrganizer.com - UX/UI Designer | Front-End Dev - April 2019 to Dec 2019 - Fort Lauderdale, FL

- Responsible for the responsive design mockups and development of CMS pages in Magento 2 for the new company website through the integrated page builder.
- Created, updated and maintained MySQL databases on phpMyAdmin.
- Reported bugs and kept track of new features implementation on Jira.
- Collaborated with Magento 2 backend developers

AutoNation - UX/UI Designer - April 2017 to March 2019 - Fort Lauderdale, FL

- Designed and created product User Experience, through wireframes, user flows, interaction design, visual design mockups, prototypes, specifications, and other design documents.
- Responsible for designing User Interface, developing high definition mockups for desktop and mobile devices, as well as custom icon libraries, logos, presentations, videos, and multimedia components.
- Designed Dashboards and data visualization products to help users quickly see, understand, compare, analyze, and share information. Some dashboards include Sales Metrics Dashboard, Sales Associates Performance Analytics.
- Drivepink.com Front End Development (Bootstrap 3, CSS, JS).
- Collaborated with the research team in designing usability tests, attending sessions and applying results to project; Presenting deliverables to stakeholders, product owners, and team.

3dcart - UX/UI Designer | Front-End Dev - April 2014 to March 2017 - Tamarac, FL

- Lead designer creating product user experience and user interface design for 3dcart shopping cart software, mobile, and support site, creating prototypes, wireframes and user flows.
- Created company's Style Guide, Pattern Library and Image database.
- Front- Developer of multiple online stores and 3dcart themes, from ideation to completion. (HTML, CSS, JavaScript, 3dcart Code Blocks and asp scripts integration)
- Established visual creative direction to maintain a consistent brand identity between web and UI graphics, logos, brochures, direct mail, posters, postcards, spec sheets, success stories, white papers, presentations, splash screens, and other creative projects from concept to completion.

SHM Entertainment - UI Designer | Front-End Dev – Nov. 2013 to May 2014 – London (Remote)

- Lead designer for Fat Cat gaming app responsible for designing leading-edge, pixel-perfect user interfaces with eye-catching visual design, creative work, and production work.
- Developed UI mockups and prototypes that clearly illustrate how the app function and developed the app website for stakeholder approval. (HTML, CSS, Bootstrap, JavaScript.)

PARS Media - Web Designer & Front-End Dev - April 2013 to October 2013 - Fort Lauderdale, FL

- Responsible for the responsive design and development of web pages and graphics in a clean, well structured, easily maintainable format to capture leads.
- Graphic Design for multi-channel campaigns including websites, social media, emails, display advertising, digital direct marketing.

Databazaar.com - Web Designer & Email Marketing Dev - February 2011 to March 2013 - Miami, FL

- Management and execution of visual product assets and brand consistency.
- Responsible for the design of assets for the company website and design of marketing material.
- Created HTML email templates and newsletters for e-mail marketing campaigns.
- Created visual assets and managed affiliate marketing campaigns in Google Affiliate Network

Comunicando Publicidad - Multimedia Designer - January 2008 to August 2009 (Bogota, Colombia)

- Designed and developed Flash websites with ActionScript 2 and Flash Multimedia Applications.
- Designed materials such as logos, websites, brochures, flyers, menus, campaigns, environmental graphics, and other creative projects.

Education

English as Second Language Program (ESLP) - January 2009 – January 2010

[University of North Florida \(UNF\)](#) - Jacksonville, FL

Bachelor of Science in Advertising - January 2002 to April 2007

[Jorge Tadeo Lozano University](#) - Bogota (Colombia)

Self-Taught Digital Product Designer - April 2007 - to Present

YouTube, [Interaction Design Foundation](#), [Lynda](#), [Udemy](#), [Design and Code](#), Books, Everyday Life

Certifications / Licenses

Become a Web Developer from Scratch - January 2017

License UC-C93ERM9Q <https://www.udemy.com/certificate/UC-C93ERM9Q/>

Social Media

Linkedin - <https://www.linkedin.com/in/jairbarrios/>

Github - <https://www.github.com/jaydevux>

Behance - <https://www.behance.net/jaydevux>

Online Portfolio - <https://www.jaydevux.com>