Arturo Fuentes

UX/UI DESIGNER & FRONTEND DEVELOPER

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arturofuentes.mx · Morelia, Mexico (Remote-ready) · English B2

PROFILE

UX/UI designer with 12+ years of experience and a frontend development background, focused on building interfaces that are both well-reasoned and well-executed. I've worked embedded in product teams and owned projects end-to-end — from research and flows to final UI and production-ready code. I reduce friction in the design-to-development handoff because I understand both sides of it. I'm looking for a product role where user-centered design and technical fluency are equally valued.

EXPERIENCE

Freelance UX/UI Designer
Late 2023 – Present

Independent · Remote

- Design digital experiences and user interfaces for web platforms, e-commerce, and digital projects, translating business needs into intuitive solutions.
- Create user flows, wireframes, interactive prototypes, and high-fidelity UI designs using Figma.
- Develop visual systems and reusable components, and support responsive design and design-to-development handoff.
- Use AI tools to support ideation, design exploration, and creative workflows.

UX/UI Designer
Jan 2021 – Sep 2023

BEES — AB InBev · Mexico City (Remote)

- Designed product interfaces for BEES, AB InBev's B2B commerce platform serving hundreds of thousands of small retailers across Latin America — one of the region's largest SaaS deployments in the CPG sector.
- Worked embedded in a cross-functional product squad (PMs, engineers, UX researchers) using Agile Scrum, contributing to sprint planning, design reviews, and iterative delivery cycles.
- Owned the full design flow for assigned features: discovery → user flows → wireframes → high-fidelity UI → annotated specs for engineering handoff.
- Contributed to and maintained a shared design system, ensuring visual and interaction consistency across product surfaces and reducing design debt over time.
- Bridged design and frontend implementation — reviewed developer output against design intent and flagged discrepancies before release, leveraging hands-on HTML/CSS knowledge
- Operated across multiple time zones in a global team environment, communicating requirements and design rationale clearly to stakeholders in English

Senior UX/UI & Interactive Designer
Jan 2013 – Jan 2021

IA Interactive · Morelia, Mexico · Promoted twice over 8 years

Joined as Senior Web Designer → promoted to Interactive Designer → promoted to UX/UI Designer

- Led end-to-end creative and technical execution on digital campaigns, microsites, and mobile interfaces for clients across consumer, retail, and FMCG sectors
- Directed the full production pipeline on select projects: art direction, UI design, 3D modeling and animation (Cinema 4D), motion graphics, and frontend implementation — solo ownership from brief to delivery
- Shipped a live Marlboro microsite for Philip Morris Dominicana (Dominican Republic market) featuring HTML5, CSS3, JavaScript, and GSAP animation; the campaign ran actively for 12 months
- Developed responsive web applications and mobile interfaces (iOS and Android) using HTML, CSS, and JavaScript, converting mockups into fully functional products
- Produced rapid prototypes in Figma, Sketch, and ProtoPie to validate flows with stakeholders before committing to development
- Maintained a shared library of design assets and reusable components, standardizing visual output across the team
- Managed multiple concurrent projects in a deadline-driven environment, liaising directly with clients and internal teams to keep scope and timelines aligned

Frontend Designer
2017 (contract)

Teamknology · Mexico City

- Produced graphic proposals and coded them into functional interfaces using HTML, CSS, and JavaScript for mobile and desktop, within an Agile delivery environment

Motion Designer
Jan 2011 – Jan 2012

Narrowcast Digital · Morelia, Mexico

- Created 3D compositions, motion graphics, and event video content for digital signage and promotional campaigns, collaborating closely with illustrators and art directors

SKILLS & TOOLS

DESIGN

UX/UI Design · Design Systems · Wireframing · Prototyping · Visual Design · Mobile (iOS / Android) · Responsive Design · Design Thinking · Usability & Accessibility

FRONTEND

HTML5 · CSS3 · JavaScript · GSAP · jQuery · Git / GitHub

CREATIVE TOOLS

Figma · Sketch · ProtoPie · Photoshop · Illustrator · Cinema 4D · After Effects

PROCESS

Agile / Scrum · SDLC · Cross-functional collaboration · Client presentation

EDUCATION

B.A. in Graphic Design & Visual Communications
Universidad Vasco de Quiroga · Morelia, Michoacán · 2010

CONTINUING EDUCATION

Interaction Design Foundation — Perception & Memory in HCI, UX Beginners Guide, Mobile UI Design
UX México — Design Systems workshop
Platzi — UI Design, Mobile UI, UX, JavaScript & jQuery, Responsive Design, Git & GitHub

References available on request

Portfolio — arturofuentes.mx