



PERLA REYES

UI-UX COORDINATOR

I have over 5 years of experience in UI/UX design and frontend development, specializing in building responsive, accessible, and high-performance user interfaces. I am passionate about crafting intuitive digital products that enhance user interaction and meet business goals.


APTITUDES AND ABILITIES


- Interdisciplinary collaboration
- Responsibility
- Data analysis capabilities
- Strategic decision making

EDUCATION


- **2023**
Google User Experience (UX) Design Course
- **2020**
Introduction course to interface design and user experience taught by Pilar Morones
Guadalajara, Jalisco, México.
- **2016 - 2020**
University of Guadalajara (UDG)
Degree in Design for Graphic Communication

CONTACT INFORMATION

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PORTFOLIO LINK

 perlareyes.com

EMPLOYMENT HISTORY

- **Viajes Lili**
2025 - Present / UI-UX Designer
- **IMJ Media**
2024 - 2025 / UI-UX Coordinator
- **Ditra Estrategias Digitales**
2021 - 2024 / UI-UX Designer
2019 - 2021 / Front-end developer
- **University Center for Health Sciences (CUCS) UDG**
2018 - 2019 / Web Designer Internship

SKILLS

- **Wireframes y Wireflows:** Visual planning of the layout and flow of screens in software.
- **User Flows & Information Architecture:** Navigation design and information structure to improve user experience.
- **Style Guides & Scalable design systems:** Establishment of visual standards to maintain consistency in web interfaces.
- **Interactive Prototyping:** Development of interactive models to validate designs before implementation.
- **Analysis with Google Analytics & Tag Manager:** Use of tools to collect and analyze data for optimization purposes.
- **Agile methodologies:** Application of agile approaches to manage projects efficiently and adaptively.

FRONT-END LAYOUT MASTERY USING:

- HTML5
- CSS3, SASS
- Javascript & JQuery
- React
- GitHub and GitLab repository systems
- Frameworks and libraries (Bootstrap, MUI React, MDB etc)

SOFTWARE

- Photoshop & Illustrator
- Figma
- Adobe XD
- Google Analytics, Tag Manager & ADS
- Visual Studio Code