



## Jorge Almeida

### Senior UX / UI Designer

I work as a Senior UX/UI Designer in Cancun, Mexico.  
My experience spans from branding to developing websites.  
In my free time, I find joy in music and drawing.

**Skills:** UI/UX · App mobile Design · Agile · Figma · AdobeXD · Web design ·  
Html · CSS · Adobe Creative Cloud

## Education

**Universidad Metropolitana  
de Monterrey**  
Bachelor in Graphic Design,  
Graduated with Honors  
2011-2014

## Languages

Spanish (Native)  
English (Full Professional)

## Certifications

**Visual Elements of User  
Interface Design**  
California Institute of the Arts

**EF SET English Certificate  
76/100 (C2 Proficient)**  
EF Standard English  
Test (EF SET)

**Foundations of User  
Experience (UX) Design**  
Google

**TOEIC 925pts**  
ETS

## Contact

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## Experience

**Citi** (June 2023 - Present)

### Senior UX / UI Designer via TCS

Private Bank  
Designing for internal tools of money movement, account opening, transfers, creating better experiences, using wire framing, HIFI, and prototyping.  
Wealth NAM  
Updating current account opening flows, designing options for desktop, responsive, mobile (iOS & Android) and prototyping

**PSL Group** (July 2021 - June 2023)

### Multimedia Integrator

Working as part of the product development team, responsibilities includes: UX/UI design, wireframing, prototyping, Maintenance of existing microsities, implementation of new features, demos and template creation, update and create microsities and html emails, support for the operations team.

**Grupo Xcaret** (May 2019 - July 2021)

### User Interface Designer

Redesign xcaret.com, xenses.com, project Xkynet(Internal tools) and Xcaret app landing page, cart and checkout pages. UX/UI design, wireframing, prototyping, maintenance of websites, landing page creations, design banners, redesign features and sites, layout coding and styles implementation. Uploading of promotions, events, edition of banners for campaigns, and images for the website.

**Cancun Sailing** (November 2018 - May 2019)

### Web designer

Redesign of boatrentalscancun.com, UX/UI design, wireframing, prototyping, maintenance of websites, landing page creations, icon design, styles implementation, redesign of branding assets.Redesign of boatrentalscancun.com, UX/UI design, wireframing, prototyping, maintenance of websites, landing page creations, icon design, styles implementation, redesign of branding assets.

## Experience

### **INOVACEL (Home office)**

(July 2017 - October 2018)

#### **Web designer**

UX/UI design, wireframing, prototyping, maintenance of websites, landing page creations, design banners, redesign features and sites, branding, front-end implementation. UX/UI design, wireframing, prototyping, maintenance of websites, landing page creations, design banners, redesign features and sites, branding, front-end implementation.

### **Mediacompanies S.A. DE C.V.**

(May 2015 - July 2017)

#### **Web designer**

UX/UI design, wireframing, prototyping, maintenance of websites, landing page creations, design banners, redesign features and sites, branding, front-end implementation.

### **Rowan Technologies**

(November 2014 - May 2015)

#### **Graphic and Web designer**

Redesign Ecommerce mobile app, branding, photo editing, design packaging, UX/UI design, design banners and print materials.