

# Jimmy Posadas Esteban

## UX/UI Designer

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UX and product design professional with 5+ years of experience leading interface design, user experience improvement, and implementation-ready design delivery. Recently expanded into a design-to-code workflow using AI tools to move efficiently from Figma into production, bridging the gap between design and engineering while owning quality from concept to release.

## Experience

### Meego Technologies | UX/UI Designer

Aug 2023 - Present

#### Key Responsibilities:

- Lead UI/UX design for product features, collaborating closely with product and development teams to translate user needs into engaging interfaces that balance implementation constraints with strategic business goals.
- Streamlined the design-to-development workflow by leveraging AI coding tools (Claude) to rapidly build and test functional prototypes, validating complex interactions and reducing reliance on traditional handoff cycles.
- Conducted user research and usability testing, rapidly iterating on designs based on qualitative user feedback and data insights.
- Co-managed the design internship program, mentoring incoming interns and overseeing their day-to-day contributions to the product design team.

#### Achievements:

- Optimized progress tracking and core user flows, reducing friction and encouraging higher daily interaction rates within the application.
- Streamlined the design handoff process by creating detailed documentation and interactive prototypes, decreasing development iterations by 20%

Claude Code

Figma

Miro

Jira

UX Research

### Freelance Designer/Developer

Dec 2022 - Jun 2024

#### Key Responsibilities:

- Worked closely with clients to develop and refine their branding and identity
- Designed and implemented various projects, ensuring alignment with strategic goals and user needs

#### Achievements:

- Enhanced brand consistency and visual appeal across web, mobile, and print platforms, delivering comprehensive design systems that reduced client iteration time by an estimated 30%
- Delivered responsive, accessible web interfaces and branding assets that directly contributed to a 25% increase in client web traffic post-launch.

React

HTML

CSS

Javascript

Figma

Illustration

### Plangora Limited | Multimedia Designer

Aug 2021 - Dec 2022

#### Key Responsibilities:

- Collaborated with designers and marketers to enhance the company's online presence
- Designed end-to-end user flows and interfaces for responsive web and mobile learning applications, ensuring consistent interaction patterns and engaging progress tracking across all touchpoints.
- Created onboarding documentation and provided training for new designers and marketers

#### Achievements:

- Developed and implemented a new design system, reducing design and development time by 25%
- Increased the company's social media following by 203% within three months

Figma

Adobe Creative Suite

UX Research

App Design

Trello

Key Responsibilities:

- Led UX/UI design projects from user research and concept development to production-ready applications
- Collaborated with the CEO, product managers, developers, and data scientists to validate design concepts
- Established a design system to streamline design and development

Achievements:

- Improved design and development efficiency by implementing a comprehensive design system
- Enhanced user experience and engagement through website redesign and compelling visual designs

Figma   Axure   Machine Learning   Natural Language Processing

**Cynderian Limited** | Web Designer/Developer

Jan 2019 - Dec 2019

Key Responsibilities:

- Collaborated with the team on creating information architecture, wireframes, visuals, and layouts of the site
- Produced prototypes for demonstrating the interactions

Achievements:

- Contributed to the successful launch of the company website

HTML   CSS   Javascript   Adobe XD

**(NDA Contract)** | Web Content Creator

Oct 2018 - Nov 2018

Key Responsibilities:

- Designed and developed engaging web content and visual assets to enhance the website's overall appeal
- Worked with supervisors to refine and restructure webpages

Achievements:

- Improved website SEO through content optimization

HTML   CSS   Graphic Design   SEO

## Education

**City University Of Hong Kong**

Sep 2016 - Jul 2018

Bachelor of Science in Creative Media

**Community College Of City University Of Hong Kong**

Sep 2014 - Jul 2016

Associate in Science in Creative and Interactive Media Production

## Product skills

Product Design   User Interface   User Experience   Interaction Design   Rapid Prototyping   Design Research   Information Architecture

Accessibility   SEO   Storyboards   Scenarios   Journey Mapping   Design System   Graphic Design   Motion Graphic

Video Editing   Mobile-First Design

## Tools / Others

Claude Code   Figma   InVision   Framer   Adobe Creative Suite   Miro   Amplitude   Looker Studio   Jira   Notion   Trello

Asana   HTML   CSS   JavaScript   React   Wix   Shopify