

# Jimmy Posadas Esteban

## UI/UX 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 | UI/UX Designer

Aug 2023 - Present

#### Key Responsibilities:

- Lead UI/UX design for product features, balancing user needs, product goals, and implementation constraints
- Own the transition from design to production by working in Figma, refining interfaces with AI-assisted coding tools, and shipping updates through GitHub.
- Conducted user research, usability testing, and rapidly iterating on designs based on user feedback and data insights
- Collaborated with product and development teams to translate user needs into intuitive and engaging designs, including delivering on AI innovations that were strategic business priorities
- Helped streamline the design-to-development workflow, improving iteration speed and reducing reliance on handoff cycles

#### Achievements:

- Increased onboarding conversion rates by 20% and reduced churn by 15% within six months through user-centered design improvements
- Streamlined the design handoff process by creating detailed documentation and interactive prototypes, decreasing development iterations by 20%

Claude Code

Figma

Miro

Jira

UX Research

Amplitude

### 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:

- Successfully delivered design projects from concept to launch
- Enhanced brand consistency and visual appeal across various platforms

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 and managed a wide range of digital assets, including website, brand materials, and social media content
- Developed user flows, wireframes, prototypes, and design systems
- 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

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 AdobeXD

**(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

## Tools / Others

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

Asana HTML CSS JavaScript React Wix Shopify