Ayelen Elizabeth Caceres

UX/UI & Web Designer | Web Accessibility (WCAG)

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PROFESSIONAL SUMMARY

UX/UI and Web Designer with experience at companies, IT consultancies, and international NGOs. Specialized in user-centered design, end-to-end website redesigns, conversion-focused landing pages, and web accessibility (WCAG). Proficient in Figma, WordPress, Elementor, Shopify, WooCommerce, and no-code/low-code platforms. Experienced in UX Writing, UX Research, digital branding, and motion design for social media. Uses generative AI (Claude, Gemini, Cursor, Lovable) to speed up research and design workflows.

SKILLS

- **UX/UI Design:** Figma, Adobe Illustrator, Photoshop, InDesign, Adobe XD, wireframing, interactive prototyping, responsive design, interface design, design systems
- **UX Research:** user interviews, card sorting, heuristic evaluation, usability testing, Design Thinking, Lean UX
- **UX Writing:** strategic microcopy, conversion optimization
- **Accessibility:** WCAG, inclusive design
- **CMS & e-commerce:** WordPress, Elementor, Webflow, Shopify, WooCommerce
- **No-code & automation:** Bubble, Lovable, Supabase, Softr, Adalo, Airtable, Zapier
- **Motion & content:** Jitter, motion design, reel editing, social media design, branding, visual identity, mockups, photo retouching
- **Digital marketing:** SEO, e-commerce, landing pages
- **Project management:** Scrum, Kanban, Jira, Asana, Trello, Notion, Miro
- **Generative AI:** Claude, Gemini, Cursor, Lovable

WORK EXPERIENCE

Design Specialist

Performanze | Spain (remote) | June 2026 - Present

- Design conversion-focused websites and landing pages, with attention to usability, visual hierarchy, and navigation experience.
- Contribute to creative concept development and define the design strategy for each project.
- Design social media assets and plan the Instagram feed visually, keeping brand consistency across campaigns.
- Create animations and edit reels and ad pieces in Jitter.
- Design mockups and retouch photos for product presentations and campaigns.

Web Designer

Grouty | Santiago, Chile (remote) | October 2024 - June 2026

- Redesigned websites from scratch in WordPress and Elementor: new information architecture, refreshed visual identity, and responsive layouts, improving load speed and organic traffic.
- Designed conversion-focused landing pages, prioritizing usability and navigation experience (UX).
- Managed web infrastructure: hosting administration, migrations, and security monitoring.
- Developed digital branding and UI assets (banners, icons, visual elements) aligned with each client's identity.
- Built and customized Shopify and WooCommerce stores, optimizing the checkout flow and user experience.

UX/UI Designer

AV Inversiones | Santiago, Chile (remote) | July 2024 - October 2024

- Designed high-fidelity interfaces and interactive prototypes in Figma, applying usability principles and WCAG accessibility standards.
- Optimized conversion flows through UX Writing and strategic microcopy, reducing drop-off rates in financial products.
- Took part in the end-to-end design cycle, from user research to delivering development-ready visual specs.

Graphic & Social Media Designer

Animal Save Movement | Toronto, Canada (remote) | November 2018 - Present (freelance)

- Develop the visual identity of global campaigns, ensuring aesthetic consistency across digital platforms and print materials.
- Adapt and localize visual content into multiple languages and cultural contexts for international audiences.
- Create high-impact content, including viral posts with 2,000+ interactions, growing reach and conversion organically.

EDUCATION

- **UX/UI:** Advanced UX, UX Writing, UX Research | Coderhouse | 2024
- **Digital Graphic Design:** design fundamentals, visual composition, typography, and digital graphic communication | UTN | 2024
- **Agile Methodologies:** Scrum, Kanban, agile project management | Coderhouse | 2023

LANGUAGES

- **Spanish:** native
- **English:** advanced (B2-C1)