

# Allan Villarreal

UI/UX Designer • Front-End Developer

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Graphic Designer with 8+ years of experience developing digital projects for national and international companies, working with teams and clients in both Spanish and English. I specialize in interface design and user experience, combining design and front-end development skills to create functional, accessible, and user-centered digital solutions. I am detail-oriented, with a strong interest in continuous learning, improving my work, and taking on new challenges.

## EXPERIENCE

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### Hristov Development

UX Design Engineer

2023 - Present

- Identify and resolve UI/UX issues related to responsive design, visual consistency, and accessibility.
- Create visual concepts, wireframes, and interface designs focused on user experience.
- Analyze requirements and user needs in collaboration with solutions and engineering teams.
- Propose, prototype, and implement new features and improvements to existing products.
- Develop and continuously improve interfaces using HTML, CSS, JavaScript, and Vue.js, with 700+ pull requests completed during this period.
- Evaluate solutions by balancing client needs with UX and development considerations.

### Freelance

UI Designer / Front-End Developer

2023 - 2026

- Designed and developed 20+ websites for local clients, from requirements gathering through project delivery.
- Created responsive interfaces focused on usability and user experience.
- Implemented websites in WordPress, including theme customization and custom functionality.
- Developed front-end solutions using HTML, CSS, JavaScript, and PHP while working directly with clients.

### Xplaye

UI Designer / Front-End Developer

2018 - 2023

- Designed and developed interfaces for 30+ digital projects across different industries, working with national and international companies.
- Developed responsive websites using HTML, CSS, JavaScript, and PHP.
- Implemented websites, email templates, and blogs using WordPress.
- Collaborated with multidisciplinary teams to transform requirements into functional digital solutions.

# EDUCATION

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## Google UX Design Professional Certificate

Coursera - UX Design Specialization Program

4 of 7 courses completed

2021 - 2022

- Start the UX Design Process: Empathize, Define, and Ideate.
- Foundations of User Experience (UX) Design.
- Build Wireframes and Low-Fidelity Prototypes.
- Conduct UX Research and Test Early Concepts.

## Bachelor's Degree in Graphic Design

UANL - Facultad de Artes Visuales

2014 - 2018

- Member of the Institutional University Talent Development Program for 4 years.
- Participated in university competitions, programs, and other initiatives.

# TOOLS

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## Design

- Figma · FigJam · Photoshop · Illustrator

## Development

- VS Code · Git · GitHub · WordPress

## Technologies

- HTML5 · CSS3 · JavaScript · PHP · Vue.js

## Collaboration

- Slack · Notion · Trello · Google Workspace · Microsoft 365